

**STRENGTHENING SOCIAL ACCEPTANCE
OF FAMILY PLANNING IN THE PHILIPPINES:
A COMMUNICATION AND ADVOCACY PROJECT
USAID Contract No. 492-C-00-02-00019-00
PROGRESS REPORT: January 1 to March 31, 2006**

I. SUMMARY OF ACCOMPLISHMENTS

A. PROJECT MANAGEMENT

1. Benchmarks for the First Quarter approved by USAID
2. Resignation of the Outreach Advisor

B. BEHAVIOR CHANGE COMMUNICATION COMPONENT

1. Regional advertising to debunk myths and misconceptions aired
 - 1.1. Method-specific radio spots finalized in Davao, Cebu, Samar-Leyte and Bicol
 - 1.2. Radio materials aired and monitored
2. Media and technology to transmit correct FP information to target audiences and the public implemented
 - 2.1. FP Hotline advertised in print media (*Inquirer Libre* and *Bulgar*)
 - 2.2. FP Hotline monitored for number of questions and question senders
 - 2.3. Agreement of DOH to sustain FamPlan hotline after July 31, 2006 finalized
 - 2.4. LoveLines call in program in Manila monitored on the number of questions and air time devoted to the FP portion
3. FP informational materials distributed to intended users
 - 3.1. Broadcasters' Manual of FP messages printed
 - 3.2. Low cost stickers promoting FP Hotline for tricycle drivers printed and distributed
4. Communication activities to promote contraceptive self reliance conducted
 - 4.1. Three FGDs conducted among neutral or non-supportive Mayors in Region V, VIII and XI
 - 4.2. CSR Materials for Media Orientation and Mayors' "Facing the Media" Training finalized and printed
 - 4.3. Media Orientation on CSR conducted
 - 4.4. "Facing the Media" Training for mayors and CSR spokespersons conducted
5. Continuing media relations and monitoring activities conducted
 - 5.1. Monthly publicity campaign conducted with at least 10 newspaper pickups per month
Contraceptive Self-Reliance and regional advertising campaign
 - 5.2. Media Analysis Report for first quarter 2006
6. Quick Response mechanism to promote correct FP information activated

- 6.1. Media monitoring conducted by POPCOM in Regions V and VIII and in Cebu and Davao Cities and report submitted
- 6.2. Quick Response Workshop for Davao conducted
- 7. ARMM *fatwa* dissemination activities implemented among general public and *A'immah* (Imams)
 - 7.1. Strategic planning conducted among MRLs and partners on how to disseminate the *fatwa* to *A'immah*
 - 7.2. Printed materials to disseminate *fatwa* to *A'immah* finalized and printed
 - 7.3. *A'immah* Conferences conducted to promote the *fatwa* to *A'immah* in Basilan, Sulu, Tawi-Tawi, Maguindanao, Lanao Sur and Marawi City.
 - 7.4. Radio programs promoting the *fatwa* hosted by MRLs launched in Marawi City/Lanao Sur, Cotabato City and Bongao, Tawi-Tawi

C. OUTREACH COMPONENT

- 1. Technical assistance to FP promotion and information campaigns of three national partner organizations provided.
 - 1.1. Grants approved and launched with grants orientation completed
 - 1.1.1. National Confederation of tricycle Drivers Association of the Philippines (NACTODAP)
 - 1.1.2. Interfaith Partnership
 - 1.2. Two FP Promotion Workshops for leaders of Interfaith Partnership conducted
 - 1.3. Workplan of National Defense College of the Philippines (NDCP) for the development of Module on FP for AFP finalized including draft outline of the session guide.
- 2. Technical assistance to FP promotion and motivation activities of multi-sectoral coalitions and NGO partners provided.
 - 2.1. Grants to four multi-sectoral coalitions approved and launched with orientations completed.
 - 2.2. Grants to NGOs approved and launched with orientations completed
 - 2.3. FP Motivation Training for selected community leaders and health providers of multi-sectoral coalitions
 - 2.4. Training of trainers on FP motivation for selected leaders of BHWs in NCR conducted
 - 2.5. FP Promotion and Media Skills Training for SUAC partners of BSPA of San Juan
- 3. Capacity-building inputs provided to selected FP spokespersons
 - 3.1. OST Alumni fellowship meetings conducted
 - 3.2. FP Spokespersons' Tool Kit distributed
 - 3.3. Polling of influentials conducted (4th Wave)
- 4. Technical assistance to *fatwa* dissemination of Muslim NGOs provided
- 5. Workplan of POPCOM Regional Office in TSAP-FP sites implemented
- 6. Success stories and best practices

D. HEALTH PROVIDER COMPONENT

1. Competency analysis of medical, nursing and midwifery professions and test specifications by Board examination subject presented to PRC for adoption
2. 50 health providers in ARMM coached and given technical support
3. Post KAP study of health providers completed
4. Final draft of revised DOH-FP Clinical Standards Manual readied for field testing
5. Final draft of POGS Clinical Practice Guidelines for hormonal and surgical methods ready for presentation and printing

II. DETAILED REPORT

A. PROJECT MANAGEMENT

1. Benchmarks for the First Quarter approved by USAID

As per agreements during the CTO meeting on January 24, 2006, the Benchmarks for the period January 1 to March 31, 2006 were revised/finalized and sent to USAID on January 30, 2006 (*Annex 1*).

2. Benchmarks for the Second Quarter submitted to USAID

The Benchmarks for the second quarter was submitted to USAID on March 13, 2006 (*Annex 2*).

2. Resignation of the Outreach Advisor

The Outreach Advisor, Mr. Romeo Arca, tendered his resignation effective January 1, 2006 to join an international NGO based in Bangkok, Thailand. Considering that the project has only 7 ½ months to completion, it was decided that no replacement will be recruited for the position. The remaining Outreach technical staff are being supervised by the Deputy Chief of Party.

B. BEHAVIOR CHANGE COMMUNICATION

1. Regional advertising to debunk myths and misconceptions aired

1.1. METHOD-SPECIFIC RADIO SPOTS FINALIZED IN DAVAO, CEBU, SAMAR-LEYTE AND BICOL

Radio spots were revised based on the pre test results conducted during the previous quarter. The spots were approved by USAID for airing on February 15, 2006. The spots were finalized on February 20, 2006 in Cebu, February 21, 2006 in Tacloban, March 2, 2006 in Davao and March 29, 2006 in Legazpi. Approved scripts in English and the dialects (Cebuano, Davao Cebuano, Waray and Bikol) are appended as *Annex 3*.

1.2. RADIO MATERIALS AIRED AND MONITORED

The media plan for the airing of the radio spots to debunk common regional myths and misconceptions was finalized. The spots started airing on March 20, 2006 in the top five stations in Cebu, top five in Davao, top four in Samar-Leyte and top seven in Bicol. The spots air a total of 109 times a day, or an average of five spots per station per day. One

spot will be aired consistently for one month after which the other spots will be aired during the succeeding months. The airing will end on June 27, 2006.

The radio spots airing in the four regions were co-sponsored by the Commission on Population Regional Office and by TSAP-FP partners who participated in the spots' development. These partners are as follows:

Cebu:

Cebu City United Vendors Association (CCUVA), Metro Cebu Advocacy Network (Metro Cebu CAN) and the National Federation of Barangay Health Workers in Metro Cebu;

Davao:

METSA Foundation, Kaugmaon Center for Children's Concerns Foundation and the National Confederation of Tricycle Operators and Drivers Association of the Philippines (NACTODAP) in Metro Davao;

Bicol:

Bicol Integrated Reproductive Health Alliance in the Bicol Region (BIRHA); and the

Samar/Leyte:

Coalition of Family Planning and Reproductive Health Advocates for Region VIII.

This co-sponsorship is part of the radio spots credits.

The media plan is detailed in *Annex 4*.

A feedback monitoring system has been discussed with PO)PCOM for implementation.

2. Media and technology to transmit correct FP information to target audiences and the public implemented.

2.1. FP HOTLINE ADVERTISED IN PRINT MEDIA (INQUIRER LIBRE AND BULGAR)

Hotline ads were placed starting February 27, 2006 in the tabloids *Inquirer Libre*, *Bulgar* and *Abante* in Manila, *SunStar Superbalita* and *Banat News* in Cebu and *Sunstar Superbalita* in Davao. The ads in Cebu and Davao were in Cebuano. The result of the ad campaign is discussed in the following section.

A reproduction of the front page of *Inquirer Libre* bearing the foot ad is on *Annex 5*.

2.2. FP HOTLINE MONITORED FOR NUMBER OF QUESTIONS AND QUESTION SENDERS

The Hotline received a total of 11,394 texts and 628 calls from January to March 2006. This was much higher than the 2,690 texts and 175 calls of the previous quarter. Credit for this increase can be attributed to the print ads which appeared starting February 27, 2006. For the period February 27 to March 31, 2006 the Hotline received an average of 308 texts and 16 calls a day. The Hotline also received numerous text queries in Visayan showing that the Cebu and Davao ads were also effective.

Questions Received by FP Hotline	Oct to Dec 2005 Average	January 2006	February 2006	March 2006	Total (Jan to March 2006)	January to March 2006 Average
Text Questions	896	700	1,857	8,837	11,394	3,798
Calls Received	58	48	98	482	628	209

Majority of the questions continued to be on family planning. Women continued to send the majority of questions.

Types of Questions Received by FP Hotline	January 2006	February 2006	March 2006
	%	%	%
Family Planning	69	67	76
Pregnancy	9	11	6
Medical issues	6	5	3
Sexuality	3	4	6
Reproductive Anatomy	0	1	1
Maternal and child health	3	2	2
Menstruation	5	4	3
HIV/AIDS.STI	1	1	1
Referrals	3	1	2
Others	1	4	0
Total (%)	100	100	100

Almost half of the questions asked on family planning were on modern methods including permanent methods. A quarter of the questions asked were on the pill. About a third of the questions asked were on traditional methods while ten percent of questions were on natural family planning.

Majority of the calls came from the age group 21 to 30 years old, the prime target of the TSAP-FP communication campaign.

Age Group Calling the Hotline	January 2006	February 2006	March 2006
	%	%	%
15 to 20 years old	8	2	5
21 to 30 years old	73	81	62
31 to 40 years old	19	17	26
41 to 50 years old	0	0	5
Above 51	0	0	2

The significant increase in the number of both texts and calls indicate the effectiveness of the decision to use print, primarily tabloids like *Inquirer Libre*, *Abante* and *Bulgar* to advertise the Hotline, instead of the original plan to use radio advertising. The use of Cebu and Davao tabloids to advertise the Hotline also paid dividends with the large number of texts that were in the Cebuano dialect.

2.3. AGREEMENT OF DOH TO SUSTAIN FAMPLAN HOTLINE AFTER JULY 31, 2006 FINALIZED.

In a meeting on January 24, 2006 with TSAP-FP senior staff, DOH Undersecretary Ethelyn Nieto agreed to the following statement, which was included in the meeting report:

“DOH, through the National Center for Health Promotion, will take over operations of the Family Planning Hotline starting July 16, 2006. DOH will continue to use the facilities and personnel of TSAP-FP subcontractor Remedios Aids Foundation to run the FP Hotline. The budget for a year’s operation of the Hotline is Php1.490 million.”

This agreement will be finalized in a Memorandum of Agreement between TSAP-FP and the DOH in the succeeding quarter.

2.4. “LOVELINES” CALL IN PROGRAM IN MANILA MONITORED ON THE NUMBER OF QUESTIONS AND AIR TIME DEVOTED TO THE FP PORTION.

This program continued to be well received by the intended listeners. During this quarter, FP Counselor Cynthia Herce discussed the following topics in the show, as an introduction to the question and answer portion:

January 7, 2006	What to do when you miss taking the pills
January 14, 2006	Standard Days Method
January 21, 2006	New Contraceptive Choices
January 28, 2006	Combined Injectables

February 7, 2006	New Oral Contraceptive
February 11, 2006	Male Hormonal Contraceptives
March 4, 2006	Ovarian Cancer
March 11, 2006	Natural Family Planning: Cervical Mucus, Basal Body Temperature and Sympto-Thermal
March 18, 2006	Vasectomy
March 25, 2006	Bilateral Tubal Ligation (BTL)

From January to March 2006, the Lovelines broadcasts generated a total of **\$215,690** (PHP 11 million) in **free media values for FP**.

3. FP Information materials distributed to intended users

3.1. BROADCASTERS' MANUAL OF FP MESSAGES PRINTED

The endorsement of DOH Undersecretary Ethelyn P. Nieto was secured for the manual in a letter dated February 20, 2006 from DOH. The Broadcasters' Manual is a compilation of daily information bits on FP-related issues for radio broadcasters which are based on the info bits that popular broadcaster, Angelo Palmones, read on his daily morning news program on DZMM from 2004 to 2005. An artist was selected to do the layout of the manual. Printing is expected to be ready during the next quarter.

3.2. LOW COST STICKERS PROMOTING FP HOTLINE FOR TRICYCLE DRIVERS PRINTED AND DISTRIBUTED

Three sticker studies promoting the FP Hotline were developed in January in January 2006. These were pretested among NACTODAP members in Davao. Copies of the sticker will be distributed to NACTODAP members nationwide for posting in their tricycles. The sticker study that NACTODAP officials liked most carried the message, "*Magplano ng Pamilya upang byahe ng mag-anak guminhawa*" (Plan your family for a smooth ride all the time). The sticker carries the NACTODAP logo. The final version was forwarded to USAID and DOH for clearance and approval. Once approved, 100,000 copies of the sticker will be printed.

4. Communication activities to promote contraceptive self-reliance (CSR) conducted.

As part of TSAP-FP's commitment to the CSR initiative, three major activities are planned for the option year. These activities aim to promote wider appreciation of correct information on and acceptance of CSR among mayors and the media. The activities are:

- a) Focus group discussions (FGDs) with mayors known to have a neutral and/or non-supportive position on CSR. The FGD results will serve as inputs in the proposed Media Training for LGU Champions/Mayors;
- b) Orientations on CSR for the national media and the local media in TSAP-FP project sites; and
- c) A series of "Facing the Media" trainings for LGU champions (mayors, POPCOM & DOH officials) where they will be taught how to craft CSR messages and handle media interviews to get their messages across.

4.1. THREE FGDS CONDUCTED AMONG NEUTRAL OR NON-SUPPORTIVE MAYORS IN REGIONS V, VIII AND XI

The FGDs among mayors were conducted in March 2006. The objectives were to a) understand reasons why mayors are non-supportive of CSR; b) identify factors that would transform them into active and effective champions; and, b) develop messages that will convince mayors to support CSR.

The FGDs were held in Region V (Bicol) on March 21 in Legaspi City, Region VIII (Samar/Leyte) on March 28 in Tacloban City, and Region XI (Davao) on March 31 in Davao City. The list of mayors invited was provided by the LEAD for Health Project and invitations were issued by the League of Municipalities of the Philippines (LMP). Eight mayors from Legazpi and Sorsogon attended the FGD in Region V. Four mayors from Leyte and Eastern Samar attended the one in Region VIII and six mayors from Davao del Norte, Davao del Sur and Compostela Valley attended the one in Region XI.

Initial findings show that mayors have not heard the term Contraceptive Self Reliance (CSR) although they know that the supply of free contraceptives will soon run out. Mayors in Region V seemed to have the highest resistance towards CSR. Mayors from the two other regions indicated willingness to buy contraceptives when free commodities run out, citing the urgency to provide for the FP needs of their constituents to curb population growth and its attendant problems, like malnutrition.

Mayors from Region VIII and XI reported to have given the contraceptive phase-out much thought. Quite a few already know what resources and alternative funds they could tap to help them cope with the effects of CSR.

The full report on the FGDs will be submitted on April 7, 2006 by the Consultant who facilitated the sessions.

4.2. CSR MATERIALS FOR MEDIA ORIENTATION AND MAYORS’“FACING THE MEDIA” TRAINING FINALIZED AND PRINTED

Three sets of materials developed by the LEAD for the Health Project with technical assistance from TSAP-FP were to be printed during the first quarter. These materials are: CSR Primer for the Private Sector; CSR Primer for the Public Sector; and, Q&A on Administrative Order 158, “Guidelines on the Management of Donated Commodities under the Contraceptive Self-Reliance Strategy.” As of end of the quarter, the materials were still awaiting clearance and approval from USAID.

4.3. MEDIA ORIENTATIONS ON CSR CONDUCTED

Three orientations on CSR for local media practitioners which were planned for March have been rescheduled as follows:

April 20, 2006 – Region III, V & NCR
April 25, 2006 - Region VI, VII & VIII
April 28, 2006 - Regions X, XI, XII

4.4. “FACING THE MEDIA” TRAINING FOR MAYORS AND CSR SPOKESPERSONS CONDUCTED

The “Facing the Media” Training for LGU Champions will be attended by mayors supportive of CSR and DOH and POPCOM officials. The LEAD Project will identify the participant Mayors. The main objective of the two-day training is to transform these officials into effective FP/CSR champions.

The series of media trainings will be held as follows:

May 10-11 - Region VI (Iloilo City)
May 17-18 - Regions VII & VIII (Cebu City)
May 24-25 - Regions III, V & CAR (Manila)
May 31 – June 1 - Regions XI & XII (Davao)

5. Continuing media relations and monitoring activities conducted

5.1. MONTHLY PUBLICITY CAMPAIGN CONDUCTED WITH AT LEAST 10 NEWSPAPER PICKUPS PER MONTH ON:

5.1.1. Contraceptive self reliance (CSR)

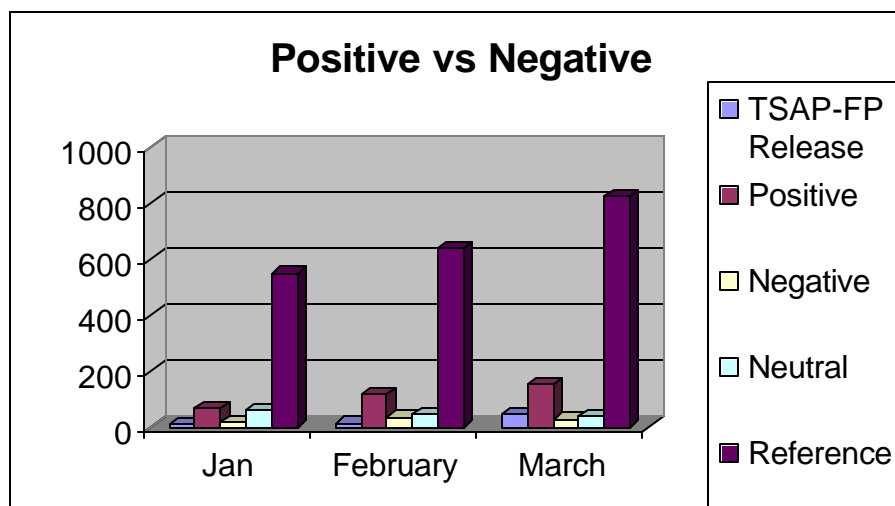
5.1.2 Regional radio advertising campaign

For the first quarter of 2006, TSAP-FP's public relations subcontractor, Corporate Image Dimensions CID), successfully placed 67 news releases on the above topics in the print and broadcast media. This number was more than twice the target number of news releases for pick up by the media for this quarter.

TSAP-FP's daily media monitoring as undertaken by CID, picked up **2,645** FP-related stories. Of these articles, **407** were positive stories (including 67 TSAP-FP-influenced articles), **78** were negative, **147** were neutral and **2,014** were references.

Of the 2,645 articles monitored, **1008** (or 38 percent) fell under the category of Family Planning, **28** (or 1 percent) on Adolescent Reproductive Health, **705** (or 27 percent) under Population and Development Issues, and the remaining **904** (or 34 percent) were on HIV/AIDS, violence against women (VAW), etc.

At 5.2:1 for this quarter, the ratio of favorable vs. negative stories was almost the same as the 5.4:1 recorded for the previous quarter (October to December 2005). Negative articles have been consistently low in number and have emanated from the usual sectors opposed to modern FP methods and a strong population program. The increase in organizations and individuals speaking out favorably for FP reflects the broadening support for family planning among critical sectors of society like grassroots organizations, health organizations and members of the media.



TSAP-FP, through CID, continues to meet with the media on a regular basis to discuss FP-related news releases and updates on issues. As a result of these media rounds, 67 pick-ups were generated in both the print and broadcast media from January through March 2006. A copy of CID's First Quarter Report is on *Annex 6*.

Another notable result of the strong ties built between the media and TSAP-FP is the recent expression of intent of a certain councilor from the City of San Pablo, Laguna to undergo No-Scalpel Vasectomy (NSV). The councilor phoned Mr. Angelo Palmones of DZMM during his Sunday afternoon radio program after the latter had made a report about the recent NSV Festival in Sta. Cruz Laguna, which was graced by Governor Teresita Lazaro, who is also supportive of the program.

Upon speaking to the councilor and learning about his desire to undergo NSV procedure, Mr. Palmones referred him to TSAP-FP so he can have more details about the procedure. TSAP-FP immediately responded by providing the councilor with the contact person and numbers of FriendlyCare.

5.2. DAILY MEDIA MONITORING REPORTS CONDUCTED (FP NEWS @ A GLANCE)

For the period covered, TSAP-FP, through CID, published a total of 90 issues of FP News @ a Glance in the OPHN listserve. This report is based on the regular monitoring of the following:

- On a daily basis, eight (8) broadsheets and ten (10) tabloids are monitored
- On a weekly and monthly basis, magazines are scanned for relevant stories;
- Radio and TV are monitored daily on a selective basis, (Top two stations; ABS-CBN 2 & GMA 7 early evening and late evening news programs)

"FP News @ A Glance" is a news scan report which encapsulates major stories on family planning, reproductive health and population management and related topics published by the top eight national broadsheets and top three tabloids and select regional papers. The news scan is sent to the OPHN list serve and other FP champions and partners of TSAP-FP. It aims to be a major reference among FP and population management practitioners about what is being reported in the media.

During this quarter, the regional POPCOM officials based in Cebu and Davao started sending their media monitoring reports to TSAP-FP. As a result, Cebu and Davao news releases have started to be included in the FP News @ A Glance.

5.3. MEDIA ANALYSIS REPORT FOR 1ST QUARTER 2006

Stories on family planning and population management continued to be published during the period January to March 2006. The media showed interest and gave prominence to statements coming from individuals and various groups who aired their position on the

issue. An increasing number of opinion makers have started discussing family planning and population management in their columns. The most notable of these columnists, Ana Marie Pamintuan of the Philippine STAR, has expressed her support to informed choice on all methods.

Majority of this quarter's coverage of FP and population/development issues were in the form of news articles (1560), followed by opinion (615), photo/cartoon/fast facts (301), feature (118), and editorial (64).

Besides the national broadsheets, tabloids and regional papers also gave prominence to FP and population issues.

The significant increase in the number of media reportage on family planning and related issues (as shown in the publicity table) was somehow boosted by the reactions to the Ultra Stampede on February 4, 2006 that killed many poor Filipinos. There was much discussion on the causes and cures of poverty, which somehow helped to ventilate population management and family planning concerns by FP supporters.

6. Quick Response mechanism to promote correct FP information activated.

6.1. MEDIA MONITORING CONDUCTED BY POPCOM IN REGIONS V AND VIII AND IN CEBU AND DAVAO CITY AND REPORTS SUBMITTED.

As a result of the Quick Response and Media Monitoring Session conducted during the last quarter of 2005 with the Regional POPCOM Officers, the POPCOM Regional Offices in Cebu and Davao started to file regular media monitoring reports in January for integration in the daily issues of the FP News @ a Glance. A summary of monitored articles is sent to TSAP-FP via email. Entries sent on or before 10 A.M. are added to the FP News @ a Glance issue for the day. Entries sent beyond 10 A.M. are included in the following day's report.

POPCOM Regional Offices V & VIII have yet to submit their reports.

6.2. QUICK RESPONSE WORKSHOP FOR DAVAO CONDUCTED

A quick response workshop was conducted in Davao City from February 28 to March 1, 2006 and attended by representatives from partner organizations: METSA, Kaugmaon, FPOP, FriendlyCare, POPCOM and City Health Office. The workshop aimed to:

- enable participants to identify negative messages or misconceptions on FP published or aired
- formulate an action plan to respond to these messages and provide correct information on FP

- enhance participants' skills in facing the media

One of the highlights of the Quick Response Workshop was the development of messages and action plan. The following were identified as the major themes and messages of the Davao participants:

Messages/themes for dissemination

Empowerment

- FP Helps people to be responsible
- Promotes informed choice
- Empowers women, gives them time for themselves and their community

Health

- FP Saves lives of mothers and children
- Promotes good health of mothers and children
- Is safe and effective when used properly

Family Welfare

- FP Promotes family welfare
- Promotes better future for family
- Promotes economic well being of family
- Helps parents to have more time for family and themselves

The matrix of the Davao network's quick response action plan is on *Annex 7*.

7. ARMM *fatwa* dissemination activities implemented among general public and A'imma (Imam)

7.1. STRATEGIC PLANNING CONDUCTED AMONG MRLS AND PARTNERS ON HOW TO DISSEMINATE THE *FATWA* TO A'IMMAH (IMAM)

The strategic planning was conducted in Cotabato City on January 14 to 15, 2006 and attended by MRLs from Basilan, Maguindanao, Marawi City, Davao City and Lanao Sur. Topics, speakers, participants and target dates to the A'imma Consultations were identified. Assignments were also agreed upon regarding organization of the conferences to be held among A'imma in Marawi City, Lanao Sur, Maguindanao, Basilan, Sulu and Tawi Tawi.

7.2. PRINTED MATERIALS TO DISSEMINATE THE *FATWA* TO A'IMMAH FINALIZED AND PRINTED.

The *fatwa* has been translated into three dialects: Maranao, Maguindanao and Tausug. These translations still need to be back translated. Printed copies of original translations will be used in the A'imma Conferences. In 2005, four leaflets to further

discuss Islam and FP were prepared by a TSAP-FP grantee, SOFDEPI. These leaflets will be discussed during the *A'immah* Conferences. The leaflets are on: 1) Birth Spacing, 2) Building A Righteous Family, 3) Creation of Man, and 4) Raising Muslim Children.

7.3. A'IMMAH CONFERENCES CONDUCTED TO PROMOTE THE FATWA TO A'IMMAH IN BASILAN, SULU, TAWI-TAWI, MAGUINDANAO, LANAOSUR AND MARAWI CITY.

The first *A'immah* Conference on the National *Fatwa* was conducted on March 29-30, 2006 in Marawi City. Participants included 36 *A'immah* from Marawi City. The MRL Dr. Mochtar Mamolawan of Marawi State University organized the conference and invited participants. The conference discussed the following topics:

- Fatwa on Family Planning
- Why Family Planning
- Islam and Birth Spacing
- Communicating the *Fatwa* on Family Planning
- Role of *A'immah* in *Fatwa* Dissemination

Some key learnings resulting from this conference were :

- The *A'immah* expressed support for the National *Fatwa* on FP/RH
- Knowledge of family planning methods is very low among participants
- Marawi MRLs noted that the four leaflets developed by SOFDEPI need to be further reviewed by them and validated with their constituencies.
- They are open to disseminating the *fatwa*, but want to have ownership of the process.

As a result of the discussions, a second session on the *fatwa* focusing on further discussion of the IEC materials produced by SOFDEPI will be held in May. The session will be attended by the same *A'immah* who were in the March workshop. Also, henceforth, it was decided that the conferences will be named consultations.

7.4. RADIO PROGRAMS PROMOTING FATWA HOSTED BY MRLS LAUNCHED IN MARAWI CITY/LANAOSUR, COTABATO CITY AND BONGAO, TAWI-TAWI.

Proposals have been solicited from radio stations in Cotabato City and Bongao. Launch has been reset for the succeeding quarter.

C. OUTREACH COMPONENT

From January to March 2006, TSAP-FP was able to operationalize the grant system that facilitated the launch of Outreach option year strategies – coalition strengthening, community mobilization, and FP group motivation and referral strengthening.

From October to December 2005, nine proposals for grant awards were submitted to USAID for approval. These nine proposals were approved during this reporting period. During this first quarter 2006, four other grant proposals were submitted to USAID and subsequently approved.

TSAP-FP provided technical assistance to awardees to enhance their capacity to implement their activities following USAID guidelines.

TSAP-FP Grants Approved by USAID in 2006 :

	Area	Coalition/NGO	Project Title	Date Submitted	Date Approved
1	Laguna Metro Cebu Bicol Pampanga Samar-Leyte NCR Metro Davao	National Confederation of Tricycle Drivers Association of the Philippines (NACTODAP)	Institutionalizing Family Planning Program in NACTODAP	16 December 2005	4 January 2006
2	Cebu	Cebu City United Vendors Association Inc. (CCUVA)	Strengthening Family Planning Promotion and Community Mobilization in Metro Cebu	16 December 2005	4 January 2006
3	NCR	Barangay Service Point Association of San Juan (BSPA)	Building and Strengthening Alliances Towards Greater Support, Acceptance and Practice of Family Planning at the Community Level	16 December 2005	4 January 2006
4	Pampanga	Ing Makababaying Aksyon (IMA) Foundation, Inc./SAFE-FP	Strengthening Social Acceptance and Practice of Family Planning in Pampanga and Central Luzon	16 December 2005	4 January 2006
5	Bicol	Bicol RH Alliance (BIRHA)	Strengthening Alliance for Enlightened Response on Family Planning (SAFER-FP)	16 December 2005	4 January 2006
6	Davao City	Davao Islamic Dawah	Promoting the Fatwa Among MRLs (including A'immah) and Muslim Community Members of Davao City	16 December 2005	4 January 2006
7	Basilan	Muaddil Amanah Association	Disseminating the Fatwa on FP Among Muslim Basilan MRLs	16 December 2005	4 January 2006

			(including A'immah) and Community Members		
8	Maguindanao	Society for Family Development and Education in the Phils. Inc. (SOFDEPI)	Expanded Da'wah on the Fatwa on FP (intensifying dissemination of the fatwa on FP/RH)	16 December 2005	4 January 2006
9	Lanao del Sur	MUCARD-POM	Mainstreaming Fatwa Among Muslim Religious Leaders and Community Members in 3 Municipalities of Lanao Sur.	16 December 2005	4 January 2006
10	Davao City	Kaugmaon Center for Children's Concerns	Strengthening Promotion and Acceptance of FP in Selected Communities in Davao City.	31 January 2006	8 February 2006
11	Samar-Leyte	Coalition of FP and RH Advocates in Region VIII	Strengthening and Expanding the Network and Sustaining Family Planning and Reproductive Health in Eastern Visayas	Original version: 1 February 2006 Amended version: 1 March 2006	6 March 2006 10 March 2006
12	TSAP-Areas NCR Pampanga Samar-Leyte Bicol	The Interfaith Partnership for the Promotion of Responsible Parenthood	Developing the Scriptural Reflections on Responsible Parenthood	March 10, 2006	27 March 2006

Below is the detailed description of TSAP-FP accomplishments for the first quarter of 2006.

1. Technical assistance to FP promotion and information campaigns of three (3) national partner organizations provided.

1.1. GRANTS APPROVED AND LAUNCHED WITH GRANTS ORIENTATION COMPLETED

A. National Confederation of Tricycle Drivers Association of the Philippines (NACTODAP)

The Project provided technical support to the conduct of NACTODAP project start-up meetings in the regions. For NACTODAP-Luzon groups (NCR, Bicol, Laguna, Pampanga, the grants orientation was held on February 8, 2006 in Quezon City. For NACTODAP Visayas-Mindanao groups (Samar-Leyte, Davao, Cebu, ARMM), the grants orientation was held on February 10, 2006 in Davao City. These orientations

discussed USAID guidelines governing implementation and reporting as well as grant activities.

Highlights of major accomplishments for the first quarter 2006 regarding NACTODAP are as follows:

A. *Agreements/linkages with FP service providers to establish referral networks forged.* At the national level, TSAP-FP facilitated the signing of Memorandums of Understanding (MOU) between NACTODAP and health service delivery groups like Friendly Care Foundation, Inc. The MOU included provision of discounts to health services, conduct of FP chat sessions in tricycle terminals and referral of clients for FP. A copy of the MOU with FriendlyCare is on *Annex 8*.

Similar efforts were also pursued by regional chapters of Laguna, Samar-Leyte, NCR and Davao City with other service delivery NGOs.

B. *Partnership with POPCOM/DOH to support FP program established.* TSAP-FP also provided assistance to NACTODAP to establish formal linkages with POPCOM and DOH. Coordination meetings were conducted to support FP chat sessions and strengthen referrals by NACTODAP Regional Chapters of NCR and Bicol.

C. *Orientation of TODA Officers on FP chat group and action planning with health providers conducted.* Eight orientations on the FP chat groups with TODA officers and local health providers were conducted in Angeles City and San Fernando Pampanga, Tacloban City, Lapu-Lapu City in Cebu, Davao City, Legazpi City in Bicol, Sta Cruz Laguna, and Quezon City for NCR.

D. *Collaboration with local FP multi-sectoral networks established.* Regional NACTODAP chapters in Samar-Leyte, Pampanga, and Bicol forged partnerships with TSAP-FP supported coalitions such as COFPRHA 8, SAFE-FP and BIRHA respectively. Partnership arrangements were made for the conduct of chat sessions and establishment of referral mechanisms for FP acceptors. In Bicol, NACTODAP and BIRHA explored the inclusion of the Albay and Camarines Norte transport associations in the BIRHA network.

E. *FP chat group sessions conducted.* During the month of March 2006, NACTODAP Chapters conducted 52 sessions out of 165 initially planned in TSAP-FP project sites in Pampanga, Bulacan, NCR, Laguna, Bicol, Metro Cebu, Samar-Leyte and Davao. The target of 165 sessions is expected to be completed by June.

Guy talk – Tricycle drivers gather wherever they can to talk about FP during the FP chat sessions



The following table shows the areas where chat groups were conducted by NACTODAP and issues which surfaced.

Chat Sessions Conducted by NACTODAP as of March 31, 2006:

Area	Planned No. of sessions	No. of chat sessions conducted	Issues Reported
Laguna	24	9	Transportation allowance of health provider is insufficient to cover far flung areas for chat groups
Metro Cebu	42	10	Misconceptions on NSV, IUD, condom Initial difficulty in gathering participants because they are busy with their “pasada” (travel route).
Bicol	12	8	Misconceptions of NSV, BTL, IUD, DMPA
Pampanga	12	6	Misconceptions on side-effects of pills, NSV, IUD Some tricycle drivers come and go during the discussion since the chat groups are mostly held at tricycle terminals
Samar-Leyte	15	5	Service providers are in Catbalogan, Samar. While they can do outreach orientations for chat groups in Leyte, the travel time and expenses are prohibitive.

NCR	54	11	Most participants are still using withdrawal-advice was given to shift to more modern methods
Metro Davao	6	3	Chat group venues are located in tricycle terminals because of the nature of the job of the participants.
TOTAL	165	52	

1.1.2. Interfaith Partnership

The grant proposal submitted by the Interfaith Partnership on Responsible Parenthood on “Developing Scriptural reflections on Responsible Parenthood” was approved by USAID on March 27, 2006. The partnership will schedule a project start-up meeting in mid-April to discuss the elements and guidelines of the TSAP-FP small grants program.

1.2. TWO FP PROMOTION WORKSHOPS FOR LEADERS OF INTERFAITH PARTNERSHIP CONDUCTED

Two orientations on FP Promotion for Interfaith Leaders were conducted during this quarter.

The first orientation was held on March 21-23, 2006 in Palo, Leyte. It was attended by 25 church leaders from 15 different Church Organizations in Samar-Leyte.

The second orientation was held on March 29-31, 2006 in Legazpi City. Fourteen (14) participants from various Christian denominations in Bicol participated. Evangelicals, the Church of Jesus Christ of the Latter Day Saints (Mormons), United Church of Christ in the Philippines, United Methodist Church, Baptist Church, Seventh Day Adventist Church, Salvation Army, and the Roman Catholic Church were some of the denominations represented. The workshop covered the following topics: contraceptive technology and safety, Biblio-theological foundations for FP and responsible parenthood, benefits of modern FP, FP promotion campaign and effective communication.

1.3. WORK PLAN OF NATIONAL DEFENSE COLLEGE OF THE PHILIPPINES (NDCP) FOR THE DEVELOPMENT OF MODULE ON FP FOR AFP FINALIZED INCLUDING DRAFT OUTLINE OF THE SESSION GUIDE

The NDCP is still awaiting the issuance from the Office of the Secretary of National Defense (OSND) of the “Department Order on Institutionalizing Family Planning in the Armed forces of the Philippines” which was endorsed for the signature of the Secretary of National Defense on May 31, 2005.

A meeting between Commodore Carlos Agustin of NDCP and Department of Defense Secretary Avelino Cruz was set on March 28, 2006 but was cancelled. The meeting has been reset for April.

2. Technical assistance to FP promotion and motivation activities of multi-sectoral coalitions and NGO partners provided.

2.1. GRANTS TO FOUR MULTI-SECTORAL COALITIONS APPROVED AND LAUNCHED WITH ORIENTATIONS COMPLETED.

The project assisted four multi-sectoral coalitions in Pampanga, Bicol, Samar-Leyte and Cebu in finalizing their grant proposals, which were approved by USAID this quarter. These four grants are:

Area	Coalition	Project Title
Pampanga	Ing Makababaying Aksyon (IMA) Foundation, Inc./SAFE-FP	Strengthening Social Acceptance and Practice of Family Planning in Pampanga and Central Luzon
Bicol	Bicol RH Alliance (BIRHA)	Strengthening Alliance for Enlightened Response on Family Planning (SAFER-FP)
Samar-Leyte	Coalition of FP and RH Advocates in Region 8	Strengthening and Expanding the Network and Sustaining Family Planning and Reproductive Health in Eastern Visayas
Cebu	Cebu City United Vendors Association Inc. (CCUVA)	Strengthening Family Planning Promotion and Community Mobilization in Metro Cebu

To synchronize all major activities of the project, TSAP-FP conducted grant orientations in Luzon (January 20 in Manila), Visayas (January 18 in Cebu City), ARMM (January 14 in Cotabato City) and Davao City (January 26) with the above coalitions together with other NGO grantees. The orientations were aimed to provide the grantees with standard information and guidelines on:

- The TSAP Small Grants Thrusts
- FP Chat session guidelines
- Technical Assistance to Grantees
 - Role of POPCOM
 - Role of service delivery and referral networks
- Terms and Conditions of the Fixed Obligation Grant
 - Review of fund uses
 - Fixed Obligation Grant Agreement:
 - Period of Award
 - Amount and Use of Award Funds

- Milestone Payments
- Mandatory Provisions
- Tiaht Amendment
- Grant Application
- Documentation and Reporting of Milestones

By mid-February 2006, TSAP-FP revised its grant report formats to ensure that the contributions of the project in terms of gender development will be properly documented in the grant reports. This is part of the effort of TSAP- FP to operationalize its gender mainstreaming strategy under the USAID gender mainstreaming plan.

The timely finalization by the grantees and approval by USAID of the grant proposals of these multi-sectoral coalitions (IMA Foundation Inc., BiRHA, COFPRHA 8 and CCUVA) contributed to the following grant accomplishments:

- A. *Project start-up meetings held.*** Except for COFPRHA 8, all of the coalitions, through their project management committees (PMC), held their project start-up meetings in January and early February 2006. The task managers of the project shared relevant information about the grant activities as well as the guidelines and standard report formats. Meetings were also conducted among TSAP-FP trained community motivators and health providers who will be tapped for the conduct of FP chat sessions. Regarding SAFE-FP, satisfied users and acceptors' clubs were formed and formalized to gear up for the community chat sessions.
- B. *Coordination/Partnership meetings held.*** From January to February 2006, the coalitions met with other partner organizations, local government units and health service delivery agencies to enlist their support in their activities especially regarding establishment of FP referral networks and conduct of FP chat sessions. For SAFE-FP, said meetings also served as a venue to invite potential partners and members to the coalition.
- C. *Coalition/network assembly meetings held.*** In March 2006, COFPRHA 8 gathered its network members and elected its new set of officers. The COFPRHA 8 grant management committee shared the thrusts and directions of the new TSAP-FP grant with its members. COFPRHA 8 members were given the opportunity to renew their commitment to FP promotion. Coordination issues were also surfaced and resolved which contributed to strengthening the coalition.

In February, 2006, Metro Cebu CAN and the Bicol Integrated Reproductive Health Alliance (BiRHA) convened their respective organizational meetings to revisit their vision, mission and objectives, elect a new set of officers and discuss the guiding policies and organizational by-laws of the network. SAFE – FP members had a teambuilding workshop convened by the core group to provide an avenue for the network members to strengthen the working relationship of the network members.

D. FP chat group sessions conducted. In less than a month, SAFE-FP was able to conduct 80 chat sessions out of 240 targeted under the grant. This is notable since among all grantees, SAFE-FP had the highest number of chat sessions to complete. In Metro Cebu, CCUVA conducted 30 chat sessions in nine barangays in Cebu and Mandaue City. BIRHA conducted 49 chat sessions in selected barangays in Naga City, Tabaco City and the municipality of Malinao.

COFPRHA 8 has yet to conduct chat sessions due to delays in the processing of their proposal which was amended and finalized in mid-March 2006. The coalition also expanded their coverage from Catbalogan to Calbayog (from 25 to 40 chat sessions) upon the recommendation of USAID. Over-all (except for COFPRHA 8), the coalitions have accomplished around 30% of chat sessions targeted during the option year.

No. of chat sessions conducted as of March 31, 2006:

Area	Coalition	Target no. of chat sessions	No. of chat sessions conducted during the 1 st quarter 2006	Remarks
Pampanga	Ing Makababaying Aksyon (IMA) Foundation, Inc./SA FE-FP	240	80 39 – Angeles City 41 – San Fernando	Chat session model adopted in Angeles and San Fernando, Pampanga. In Bataan province, 3 LGUs expressed interest to try out the chat strategy.
Bicol	Bicol RH Alliance (BIRHA)	140	49 25 – Naga City 24 – Tabaco City and Municipality of Malinao in the Province of Albay.	The Naga City population office is implementing the chat session in barangays not covered by the project.
Samar-Leyte	Coalition of FP and RH Advocates in Region 8	40	None	Delay in the finalization of the proposal which was approved by USAID mid-March after clarifications with Ms. Nilda Perez. Area of coverage expanded from Catbalogan to Calbayog, Samar from 25 to 40 chat sessions.
Cebu	Cebu City United Vendors Association Inc. (CCUVA)	90	30 30 – Cebu City and Mambaling in Mandaue City	Noted increased interest of women to participate in group discussions on FP. TSAP-FP materials proved very useful for facilitators.

From the above table, one can see that in Pampanga and Bicol, other areas/organizations have expressed interest to try the chat group strategy using their own sources of funding.

The coalitions were able to gather commitments from other non-TSAP LGUs such as Bataan (Region III) and Naga City (Region V) to replicate the chat session model in their own areas. LGUs such as the Province of Bataan, the cities of San Fernando, Angeles and Naga, through their Health Offices, stated that they will adopt the FP chat group model and replicate it in other barangays not covered by the grant.

E. Community Events on FP conducted. In March 2006, Metro Cebu CAN celebrated the Women's Month by organizing *Women's Month Family Planning Caravan* in nine barangays in the cities of Cebu and Mandaue to promote the themes "FP, women's health and safe motherhood." The highlights of this event are the provision of FP and other health services for women i.e. FP counseling and consultation, pap smear and breast examination, and the search for the Healthiest Mother and Child. This activity was supported by the barangay officials of the two cities cited. Metro Cebu CAN/CCUVA was able to generate additional resources from the Barangay Council, NGOs and private sector foundations for the successful conduct of this event in the form of logistics support like free use of venue and public address system.

2.2. GRANTS TO NGOS APPROVED AND LAUNCHED WITH ORIENTATIONS COMPLETED

TSAP-FP extended assistance to two NGOs namely the Barangay Service Point Association (BSPA) of San Juan in NCR and the Kaugmaon Center for Children's Concerns based in Davao City starting implementation of the grant. Both groups were also grantees of TSAP-FP during its base year implementation. The objectives of these two previous grants were successfully accomplished. During the option year, the grants are as follows:

Other Grants Approved 2006:

Area	Coalition	Project Title
NCR	Barangay Service Point Association of San Juan (BSPA)	Building and Strengthening Alliances Towards Greater Support, Acceptance and Practice of Family Planning at the Community Level
Davao City	Kaugmaon Center for Children's Concerns	Strengthening Promotion and Acceptance of FP in Selected Communities in Davao City.

Both groups were given grant orientations by TSAP-FP together with other grantees in January 2006. Following are the major grant activities implemented and accomplishments achieved so far:

- A. *Project start-up meetings held.*** The two NGOs had their initial meetings in January 2006. The BSPA of San Juan involved satisfied users and acceptors in their project. Kaugmaon Center for Children's Concerns, convened a meeting with its partner Metsa Foundation, Inc. to finalize the implementation plan and agree on the coordination mechanism for the smooth implementation of their grant. In Davao City, Kaugmaon will involve the federation of 22 community women associations under KNBL/Metsa Foundation, and satisfied FP acceptors and community distributors.
- B. *Coordination/Partnership meetings held.*** The BSPA of San Juan, with assistance from the NCR Regional Population Office, initiated the formation of a regional alliance of FP partners, which became part of the sub-committee on FP/RH of the Regional Executive Board (RPEB) of POPCOM-NCR. TSAP-FP small grantees and other partners were also roped in as members of RPEB. These were the: Rotary Club of New Manila East, Women's Health Care Foundation, Barangay Services Providers Association, and the Quezon City Community Advocacy Network.

The Alliance of Satisfied Users and Acceptors Clubs (SUACs) in NCR formalized their group through the election of their sets of officers. The alliance also came up with their own work plan to strengthen and sustain their initiatives.

Kaugmaon implemented the following activities in March: (1) FP Users Club Assembly on March 10, 2006 attended by 89 satisfied FP acceptors (2) Orientation and Planning Workshop on March 11 and 18 on FP and CSR for Barangay Officials attended by 37 participants, (3) meeting of the *RH Network* to update them on Contraceptive Self-Reliance (CSR) on March 17.

- C. *FP chat group sessions conducted.*** Considering the milestones in the grant, BSPA was able to conduct 60% of the targeted number of chat sessions in the first quarter 2006. Although Kaugmaon has only conducted five chat sessions, they were able to identify men and women or couples with FP unmet needs by using the CBMIS data of the barangays where the chat sessions will be implemented.



Prompt and accessible service - A family planning acceptor being served by a Marikina City health employee right after a chat session



FP info where it matters - The FP chat sessions strategically reach those who need FP information the most like these young mothers from Caloocan City (left) and residents of a thickly-populated area in Marikina City (below).



No. of chat group sessions conducted by Kaugmaon and BSPA:

Area	Coalition	No. of Chat Sessions Targeted	No. of chat sessions conducted during the 1st quarter	Remarks
NCR	Barangay Service Point Association of San Juan (BSPA)	58	36 11 - Marikina 9 - San Juan 11 - Makati 3 - Caloocan 2 - Quezon City	19 of the 36 chat sessions conducted were originally scheduled for April Referral Directory finalized and submitted
Davao City	Kaugmaon Center for Children's Concerns	84	5 chat sessions were conducted in 3 barangays in the 3 rd District of Davao City	Majority of participants claimed it's the first time that they understood the concept of male, female and joint fertility and <i>sigurado</i> (sure) FP methods.

Over-all, the FP chat sessions conducted by grantees (multisectoral coalitions and NGOs) increased the interest of women on family planning. This has led to more requests from women in communities for more FP chat sessions to be conducted in their areas.

As mentioned earlier, other LGUs have also expressed interest to replicate the chat model. In fact, Naga City, a non-TSAP area, has conducted its own batch of chat sessions through its City Population Office.

2.3. FP MOTIVATION TRAINING FOR SELECTED COMMUNITY LEADERS AND HEALTH PROVIDERS OF MULTI-SECTORAL COALITIONS

The project provided capacity building support for three grantees namely COFPRHA 8, Kaugmaon and SAFE-FP. As part of its own grant, BIRHA also spearheaded the same training among BIRHA Core Group members in February 2006.

The trainings maintained the essential mix of community motivators and health providers who serve as front liners in the conduct of chat sessions in their respective areas.

Participants Trained on FP Motivation from January to March 2006 :

Dates	TSAP-FP partner involved	No. of Community or sectoral leaders	No. of Health providers	M	F	Total
Jan 31 to Feb 4, 2006	COFPRHA 8 (Samar/Leyte)	31 (16 BSPO, 6 FPOP staff/volunteers 3 PSWDO staff, 3 PPO staff, 1 MPO staff, 1 POPCOM staff)	2 Municipal Health Office staff	2	31	33
March 2-4, 2006	Kaugmaon Center for Children's Concerns (Davao)	49 (25 are women leaders of KNBL, 24 youth peer educators and CBDs)	9 (nurses and midwives from Davao City Health Office, FPOP and private – WFMC)	12	36	48
March 14-16, 2006	SAFE-FP (Pampanga)	11 community motivators (Brgy. Kagawads, and IMA comm. Organizers)	17	3	25	28
TOTAL				17	92	109

The training conducted for COFPRHA 8 incorporated a practicum wherein half of the participants facilitated an actual chat session in a Well-Family Clinic in Tacloban. The experience highlighted the effectiveness of group communication, compared to one-on-one interview, as a non-threatening tool for attendees to learn and be motivated to use FP. As shown in the practicum, FP acceptance is greatly increased when the facilitators handling the sessions have good interpersonal communication skills, which can help draw out questions/inquiries from the attendees.

The training for Kaugmaon incorporated a refresher/coaching session to deepen knowledge on contraceptive safety and technology and skills on interpersonal communication of health providers. The training provided an avenue for community motivators and health providers (midwife or nurse) from the barangay health centers of Agdao, Buhangin, Matina and Calinan to get to know each other and discuss collaborative efforts to promote family planning through the FP chat sessions to be implemented in the succeeding months.



Role play of a family planning counseling session during the Kaugmaon training

Over-all, the training evaluation for all three groups revealed that participants appreciated the sessions on the benefits of family planning, fertility awareness, and modern FP methods – especially the discussion on the evidence-based responses to commonly asked questions, sources of family planning services and interpersonal communication approaches and skills. The health providers greatly appreciated the session guide on modern FP methods and the FP flipchart.

A summary of all FP Motivation Trainings conducted within the option year is on *Annex 9*.

2.4. TRAINING OF TRAINERS ON FP MOTIVATION FOR SELECTED LEADERS OF BHWs IN NCR CONDUCTED.

This training was a response to the official request of the BHW Federation for FP Motivation Training. TSAP-FP granted the request since BHWs are important frontliners in health/FP communication activities at the barangay level. NCR is also a target area of TSAP-FP.

The four-day-training held in Tagaytay City on January 10-13, 2006 gathered 20 Barangay Health Worker leaders from various areas in Metro Manila. A TOT module, which focused on adult learning and facilitation skills, was prepared and adopted specially for this purpose. This was combined with content on FP benefits and method mechanisms and selected sessions from the standard FP Motivation Trainings.

The participants appreciated the session on natural family planning and requested for advanced training on said topic. During the role plays, BHWs showed skill in facilitation and coordination. The training provided them with additional tips and techniques for more effective handling of trainings. The inputs on content about family planning also boosted their confidence and credibility not only as FP motivators but trainers as well.

2.5. FP PROMOTION AND MEDIA SKILLS TRAINING FOR SUAC PARTNERS OF BSPA OF SAN JUAN

The training, which was jointly funded by TSAP-FP (specifically the one-day media training) and the BSPA of San Juan enhanced the capacity of 15 SUACs, BHWs and Population Program Officers from Caloocan, Makati, Marikina, San Juan and Quezon City in Metro Manila. Held on February 22-24, 2006, the training focused on FP promotion, action planning and “facing the media”. The latter training is important since satisfied users, being the most effective spokespersons for FP, are often invited to publicly speak about their experiences as FP acceptors,

The strategic mix of participants (one PPO, one BHW/BSPO and three SUACs per LGU) enriched the discussions and sharing of experiences. This also fostered closer bonds between the FP promotion teams in various areas. This facilitated the creation of a regional SUAC alliance held a day after the training.

3. Capacity-building inputs provided to selected FP spokespersons

3.1. OST ALUMNI FELLOWSHIP MEETINGS CONDUCTED

The OST alumni meetings were postponed considering various monitoring issues related to each individual champion's specific activities. It was decided that it would be best to consolidate these meetings into a conference that will showcase the key achievements of FP champions and other partners as "best practices" to be shared. The conference concept paper, dubbed as *Bahaginan 2* (Sharing), is currently under review.

3.2. FP SPOKESPERSON'S TOOL KIT DISTRIBUTED

Five hundred (500) copies of the FP Spokesperson's Tool Kit were delivered by the contracted printer and are ready for distribution. The accompanying CD has likewise been produced and delivered. A distribution list has been drawn up. The Tool Kit will be distributed by the second week of April. The Toolkit is on *Annex 10*.

3.3. POLLING OF INFLUENTIALS CONDUCTED (4TH WAVE)

Polling interviews were completed in January 2006. Synovate, the research agency, submitted the analysis and final report in February 2006 and presented the results to TSAP-FP staff in March. A report on the results of the Polling is on *Annex 11*.

Core influentials are those who have been identified as FP champions prior to TSAP-FP and/or completed at least two of the key TSAP-FP training courses on FP promotion and have been actively promoting FP for more than a year prior to the poll survey run. Newly identified influentials are those who completed at least one TSAP-FP training course on FP advocacy skills and have been actively promoting FP less than a year prior to the poll survey run.

The survey revealed that both core and new FP influentials remain very strongly committed to FP with 9 of 10 reported to have spoken publicly about FP in the past six months. Among new influentials, messages communicated tended slightly more towards the different methods of FP rather than on the definition and rationale of FP - which matches TSAP - FP's intensified focus on the dissemination of messages regarding FP methods. Moreover, both core and new FP influentials expressed intention to participate in FP-related seminars, trainings particularly those targeted towards mothers.

4. Technical assistance to *fatwa* dissemination of Muslim NGOs provided

Four small grant proposals from ARMM/Muslim organizations were approved and launched with grants orientation completed during this reporting period. TSAP-FP prepared its partner NGOs for grant implementation by assisting in the development of the project proposals and providing an orientation on the grants guidelines.

TSAP-FP Grantees in ARMM 2006 :

Area	NGO	Project Title
Basilan	Muaddil Amanah Association	Disseminating the <i>Fatwa</i> on FP Among Muslim Basilan MRLs (including <i>A'immahs</i>) and Community Members
Maguindanao	Society for Family Development and Education in the Phils. Inc. (SOFDEPI)	Expanded <i>Da'wah</i> on the Fatwa on FP (intensifying dissemination of the fatwa on FP/RH)
Lanao del Sur	MUCARD-POM	Mainstreaming <i>Fatwa</i> Among Muslim Religious Leaders and Community Members in 3 Municipalities of Lanao Sur.
Davao City	Davao Islamic <i>Da'wah</i>	Promoting the <i>Fatwa</i> Among MRLs (including <i>A'immahs</i>) and Muslim Community Members of Davao City

Upon approval of the grants, TSAP-FP held an orientation for the four grantees in Cotabato City from January 14 to 15, 2006.

Following are the major activities and accomplishments of the four Muslim NGOs/grantees:

- A. *Chat sessions conducted*** – SOFDEPI conducted 24 chat sessions from February to March 2006. Prior to these chat sessions, his NGO identified sources of health/FP services and held consultative meetings on the FP referral system. Davao Islamic *Da'wah* and POM Mucard were able to identify sources of FP services as well as organize consultations on the FP referral system. In March, POM Mucard conducted a chat session in five barangays in Balindong attended by 74 participants.



All ears – A group of women listen intently to three health providers (inset) as they facilitate a family planning chat session in Maguindanao



B. *Fatwa translated in native dialects and orientations conducted* – Muaddil Amanah Association spearheaded the translation and pre-testing of the *fatwa* into the Tausog dialect. This translated *fatwa* was disseminated to MRLs in six municipalities. A total of 112 males and 132 female MRLs attended these *fatwa* orientations. SOFDEPI translated, pre-tested and printed the *fatwa* in *Maguindanaon* and *Iranon*.

C. *Meetings with community leaders and orientation on the fatwa held* – In February and March, SOFDEPI conducted a *Shoora* (consultation) with *Darul Ifta* members attended by 38 male and 19 female MRLs. In addition, 100 MRLs including the members of the *Darul Iftah* were oriented on the *Fatwa* on FP. POM-MUCARD, held three forums on Family Care to disseminate the *Fatwa* on FP among community leaders in Balindong and Bacolod-Kalawi. Said forums gathered 596 participants. Muaddil Amanah Association conducted *Fatwa* Orientations in six municipalities in Basilan reaching 180 Muslim religious leaders including the *A'immah*. Davao Islamic Center convened a consultation among MRLS in Davao City and oriented them on the *Fatwa* on FP.

5. Work plan of POPCOM Regional Office in TSAP-FP sites implemented

Except for the Region XII Population Office, all TSAP-FP supported POPCOM regional offices (RPOs III, NCR, V, VII, VIII and XI) submitted their work plans for assistance under the POPCOM-TSAP memorandum of agreement.

TSAP-FP provided logistics and technical assistance to these regional POPCOM offices to enable them to assist TSAP-FP partners in implementing the various activities under the grants, organize regional “*Kapihan*” (coffee sessions) with media, conduct daily media monitoring and provide updates for inclusion in the FP@ a glance reports.

6. Success stories and best practices

TSAP-FP finalized its concept paper for the identification and documentation of its promising practices covering the whole duration of the project (*Annex 12*). A total of 18 promising practices have been identified and classified according to three thematic areas (which was based on the three-pronged approach of TSAP) namely : 1) Breaking Barriers, Building Bonds; 2) Mobilizing the Few to Move the Many; and 3) Managing Change, Motivating Choices for FP.

TSAP-FP staff prepared summary drafts for each promising practice which will be the basis for the compendium write-ups. Initial stories from the field (feature stories) have also been identified. TSAP-FP will hire an editor and feature writers to assist in the development and write-up of the compendium of promising practices.

To facilitate the identification of “stories from the field”, TSAP-FP developed a monitoring tool to document said stories from partners in TSAP-supported areas. Grantees have been encouraged to submit said accomplished tools as part of their monthly progress report.

D. HEALTH PROVIDER (HP) COMPONENT

During the first quarter, activities under the HP component focused on the finalization, prototype production and pre-testing of the DOH Family Planning Standards Manual; meeting with the PRC Board of examiners of the medical, nursing and midwifery professions; and providing technical assistance to identified health service providers who will be involved in the chat group sessions under the small grants package.

1. Competency analysis of medical, nursing and midwifery professions and test specifications by Board examination subject presented to PRC for adoption

In the previous quarter, a competency analysis for each of the three health professions involved in the provision or delivery of family planning services was done. The competency study looked into the roles and responsibilities of doctors, nurses and midwives and compared these against existing practices of the profession, laws or PRC policies/guidelines related to the practice of a profession, and the undergraduate curriculum. After the competency analysis, a blueprint or test specification was developed to expand the number of FP questions in various subjects of the three professional board examinations (*Annex 13*). The proposed blueprint included 20 test items distributed among the female reproductive system, physiology, and postpartum midwifery subjects. Twenty (20) test items were also proposed to be distributed in the foundation of nursing practice, maternal and child health nursing, community health nursing, and communicable disease nursing. In medicine, 33 test items to be distributed in anatomy and histology, biochemistry and pharmacology, obstetrics and gynecology, preventive medicine, and legal medicine were proposed.

On January 13, 2006, the competency analysis and test blueprint was presented to representatives of the PRC Boards of Medicine, Nursing and Midwifery in Manila. Undersecretary Ethelyn Nieto of DOH presided over this meeting which was also attended by key DOH officials responsible for FP/MCH. Highlights of the forum are as follows:

- The Board of Midwifery representative stated that the Midwifery Law must be amended first to strengthen FP in both undergraduate curriculum and board examination, but they supported the proposed test specification.
- The Board of Nursing representative also approved the inclusion of more FP questions in as much as the board examination questions on FP are based on the curricular offerings of schools with accredited programs of JHPIEGO.
- On the test specification for medicine, the Board of Medicine representative agreed that FP questions can easily be increased and asked in various medical subjects, as suggested.

During the forum, it was also proposed and agreed that the results should be presented to the Commission on Higher Education (CHED), considering that the curricula of medicine, nursing and midwifery are under its authority.

On February 10, 2006, the competency analysis and test blueprint was formally presented to the CHED. The meeting was presided by DOH Undersecretary Nieto. During the forum, CHED representatives claimed that family planning and reproductive health contents are already found in the curricula of the three medical professions. They, however, stated that consistency of topics and accuracy of information are not certain. In response, the DOH proposed the distribution of the Family Planning Clinical Standards Manual and the Essentials of Contraceptive Technology and Safety handbook among members of the PRC Boards. DOH will issue a DOH Administrative Order for schools to adopt the references as standard reference materials on the topic.

2. Fifty (50) Health providers in ARMM coached and given technical support

On December 13 to 14, 2005, TSAP-FP trained 48 NGO representatives from MUCARD in Lanao del Sur and Marawi City, SOFDEPI in Maguindanao and Cotabato City, and Davao Islamic *Da'wah* of Davao City on evidence-based FP counseling. This training was aimed to further enhance their capacity to facilitate FP chat session.

In January 2006, ten Muslim health providers from Davao City were coached on addressing myths and misconception about specific methods during the FP motivation trainings. These health providers will take an active role in the conduct of family planning chat groups in identified communities by Muslim NGO grantees.

Training other health providers in Maguindanao, Lanao del Sur, and Basilan was not pursued because the ARMM grantees were not able to identify service providers from the referral networks who need technical assistance. This is because these grantees initially found difficulty in identifying health providers based in their areas. However, a batch of service providers from referral institutions and hospitals in Maguindanao and Basilan has been scheduled for coaching sessions in April 2006.

3. Post KAP Survey of health providers completed

In September 2003, TSAP-FP conducted a baseline survey that looked into the prevailing FP-related knowledge, attitudes, beliefs and practices (KAP) among health care providers in public health facilities/hospitals and industry clinics (codenamed Project Clarity). The study was meant to help TSAP-FP develop interventions in selected project sites that equipped health care providers with correct and latest research-based information on specific family planning methods.

During the period October to December 2005, a post-survey was conducted to determine the effects of TSAP-FP interventions on health providers' knowledge, attitudes, beliefs and practices on family planning. The survey methodology and questions of this post-survey (Project Clarity 2) were similar to those of the baseline survey to make the results comparable.


The post-KAP survey on Family Planning among Public Health and industry-based health care providers aimed to determine : (1) increase in level of knowledge on reproductive health and on the mechanism of action and side-effects of specific modern family planning methods – namely, pills, injectable, IUD, male and female sterilization, condom, mucus/billings and basal body temperature and traditional family planning methods namely calendar and withdrawal; (2) changes in attitudes, beliefs and biases, and misconceptions on specific family planning methods; (3) identify changes in practices related to providing information and prescribing usage of family planning methods; and, (4) find out if there are changes in how health providers keep themselves updated on medical science in general and on their specific knowledge of evidence-based medicine.

Results revealed that TSAP-FP's training among health providers had significantly improved their knowledge, attitudes and practice on FP. Health providers' overall knowledge on the mechanism of action of FP methods improved in the post-survey from 61% to 79%. Improvement was greater among those trained by TSAP-FP (from 61% to 97%). Midwives continue to score better compared to nurses and doctors. Although there are no significant changes in the health providers' knowledge on when pregnancy begins and if spinal anesthesia is required before performing ligation, more trained health providers, know that spinal anesthesia is not required before performing tubal ligation (80% vs. 71%).

The following table illustrates the key findings:

Health Providers' Overall Knowledge on Family Planning Methods:

Base:Total respondents (WTD) (UNWTD)	TOTAL HP		WITH SQ	
	BASELINE (BL) 3250 750 %	POST-SURVEY (PS) 3040 750 %	TRAINED 260 %	NOT TRAINED 645 %
A. TOTAL HP (75% and over correct answers)*	61	79	97	73
Doctors	46	71	89	68
Nurses	58	71	100	68
Midwives	72	92	99	90
B. WHEN DOES PREGNANCY BEGIN				
After implantation of fertilized egg in the endometrium	32	35	30	31
When fertilization occurs	68	65	69	69
C. SPINAL ANESTHESIA NOT REQUIRED BEFORE LIGATION				
Not required	75	75	80	71
D. PAP SMEAR NOT REQUIRED BEFORE RECOMMEND ANY FP METHOD				
Not required	24	32	35	28

 - significant at 95% confidence level

* *Chronbach Alpha used to measure internal consistency of*

More details of the survey results are found in *Annex 14*.

4. Final draft of revised DOH-FP Clinical Standards Manual prepared for field testing

The revised document of the DOH Family Planning Clinical Standards Manual DOH was completed in February 2006. In March, the prototype manual was printed and 100 copies reproduced for the pre-test among 96 health service providers in Metro Manila, Bulacan and Iloilo. The research design for the pre-test was approved by the Department of Health. Simultaneous to prototype production, bidding and selection of the research institution was facilitated by TSAP through creation of the Bids and Awards Committee composed of representatives from DOH, TSAP and LEAD projects.



Dr. Florence Apale, Medical Specialist of the DOH and one of the members of the TWG, speaking before the participants in the Malolos pre-test of the Clinical Standards Manual

The Yuchengco Research Center of the De La Salle University was selected as the research contractor. However, the institution withdrew from contracting the work on March 15, 2006 when agreements with DOH were not arrived at considering technical concerns by both parties.

The Center was reluctant to have members of the Manual Technical Working Group (TWG) present during the pre-test. However, DOH believed that the presence of TWG was necessary so that they can quietly listen to what the pre-test respondents had to say and facilitate agreement of the TWG to the pre-test findings.

DOH recommended that another institution be contracted. Since there was insufficient time to conduct another process of bidding prior to the pre-test, TSAP-FP hired some consultant doctors/researchers from the University of the Philippines College of Medicine and Far Eastern University, to conduct the pre-test

The first pre-test round commenced on March 22, 2006 in Bulacan. It aimed to determine if the revised FP Clinical Standards Manual is understood, found acceptable and useful by the intended users as a guideline in the management and provision of family planning services. Pre-test subjects consisted of health providers as follows:

- Midwives as the primary users of the manual for the provision of FP information and services.

- Doctors and Nurses as the secondary users of the manual as they themselves provide FP services and supervise midwives in the provision of FP information and services.

Pre-test participants came from both public and private health facilities. Those from the public facilities included government hospitals and medical centers with FP Rural Health Units/health centers and Barangay Health Stations. Those from the private facilities are health service providers in private hospitals, NGO clinics, and private clinics.

The succeeding rounds of pre-tests in Iloilo and NCR will be conducted in April.

5. Final draft of POGS Clinical Practice Guidelines for hormonal and surgical methods ready for presentation and printing

The CPG for hormonal and surgical methods prepared by a group of POGS and PEBRMNet members was finalized in a group meeting held in February 2006. The final document will be presented in a public forum among POGS members scheduled on April 26, 2006 and sometime in May 2006.

III. IMPLEMENTATION ISSUES AND ACTIONS TAKEN

1. Delay in grants approval leaves short time frame for implementation

Nine grant applications were approved in January 2006, one in February 2006 and the last two in March 2006. Ten grantees were able to launch activities by the end of the first quarter 2006. The two grants that were approved in March have only initiated start-up meetings. TSAP-FP has identified June 30, 2006 as the deadline for completion of all grants activities. In order to allot sufficient time for documentation and reporting for the project closing date of August 14, 2006. In order to ensure full implementation, TSAP-FP reduced the number of activities and deliverables of the grant proposals and intensified monitoring and follow-up in close collaboration with the regional POPCOM offices. As of end-March 2006, monitoring results revealed that ten grantees have accomplished 30% of their planned intended activities while two grantees have achieved only 5% of their work plan. This leaves only three months (or one quarter) to complete all activities. Considering this scenario, certain delays are foreseen since the time frame (three months) for completion of major activities under the grants is very short.

2. Weaknesses in Referral System limits access of motivated men and women to FP services

During the first quarter, grantees which started conduct of FP chat sessions reported an increasing number of men and women who were motivated to practice modern FP methods. However, reports from the grantees revealed that some health centers have no more supply of DMPA injections and condoms, and their supply of pills is only limited for continuing users.

Some health centers are not providing IUD services because their health providers have not been trained on IUD insertion. In ARMM, there are very few private health providers who have accredited training on FP and are capable of providing the full range of FP services service.

While TSAP-FP and POPCOM Regional Offices provided technical assistance to link the grantees to FP service providers and provided funding support to organize their FP referral system, bridging the generated demand for FP to actual FP service provision continues to be a challenge at the local levels.

3. Difficulty of Monitoring Airing of Local Radio Spots

During the option year, TSAP-FP dispensed with the services of an ad agency for airing of radio spots. This decision was arrived at considering the significant reduction in cost entailed if radio spots were placed directly by the project. Thus, the project contracted radio stations for the airing of the spots. Only the top rating radio stations in each of the areas were selected.

Without an ad agency, the project found difficulty in monitoring the actual implementation of radio placements which is usually done by the ad agency through a syndicated monitoring service agency. The radio stations send certificates of performance directly to TSAP-FP to certify that placements have been made as per the media plan. Since no third party monitors the radio spot placements, these certificates of performance are taken at face value.

No major problem was encountered during this quarter with this arrangement. However, when TSAP-FP staff visited some ARMM areas, some instances of disruption were reported as follows: a radio station went off the air in Tawi-Tawi due to technical reasons and a radio station in Zamboanga broadcast a much weaker signal to Basilan. The radio stations did not report these incidents to TSAP-FP. When the staff discovered these incidents, the radio stations agreed to air make-up spots.

TSAP-FP has requested the POPCOM Regional Offices concerned to send feedback on radio spots' airing and any disruptions which the radio stations may fail to report directly.

4. Delay in production of DOH Clinical Standards Manual

During this reporting period, further delays were encountered in finalizing the manual for pretesting. The technical working group's unavailability to meet en banc delayed the process of agreeing on the final version for pretest which started during the last week of March, causing a two-week delay in the schedule. As a result, it is foreseen that printing will be delayed.

5. Delay in research studies planned

Data gathering for the regional post-KAP study to assess the impact of the regional radio campaign can only be conducted in mid-June since this is the scheduled end of the airing of the radio spots. Data gathering will take at least one month (until mid-July), data processing and analysis will take another one month (until mid-August). This means that the research can only be completed during end-August – after the TSAP-FP project completion date of August 14, 2006. Implications of this and other unavoidable delays are being discussed with USAID for a possible no-cost extension of the project.

IV. ACTIVITIES FOR NEXT REPORTING PERIOD

Behavior Change Communication Component

1. Implement and monitor regional advertising campaign
2. Advertise FP Hotline in print media and monitor the same
3. Initiate data collection for Post Radio Campaign Survey
4. Monitor FP Hotline for number of questions and question senders
5. Finalize agreement with DOH to sustain FamPlan Hotline after July 31, 2006
6. Monitor LoveLines call-in program on number of questions and air time devoted to the FP portion
7. Print and launch Broadcasters' Manual
8. Print and distribute low cost stickers promoting FP hotline for tricycle drivers
9. Conduct communication activities to promote contraceptive self reliance
10. Continue media relations and monitoring activities
11. Conduct inventory of *A'immah* in ARMM
12. Conduct Imam Conferences to promote *fatwa*
13. Launch radio program promoting fatwa hosted by MRLs in ARMM
14. Start data collection for ARMM *Fatwa* Awareness Follow up Survey

Outreach Component

1. Monitor progress of grants implementation
2. Orient Interfaith leaders in Region VIII, Bicol and Pampanga on FP Promotion
3. Finalize and disseminate the Scriptural Reflections (Biblio-theological basis for family planning)
4. Distribute FP Spokespersons' Tool kit
5. Write, package, reproduce and disseminate success stories/best practices
6. Prepare for the conduct of the TSAP-FP Partners' *Bahaginan*

Health Provider Component

1. Draft examination syllabi on family planning for the medical, nursing and midwifery courses and Resolution to adopt the syllabi and submit the same to PRC for possible adoption
2. Conduct coaching sessions on the use of chat session manual and training on EBM for health providers in Lanao Sur, Maguindanao, Tawi-Tawi, Marawi City and Davao City
3. Disseminate post KAP results among health providers in project sites
4. Complete the home page for the EB family planning/CATs Kit
5. Conduct pre-test of the Clinical Standards Manual for Family Planning in Luzon and the Visayas areas
6. Final print the revised version of the Clinical Standards Manual
7. Complete the POGS clinical practice guidelines on hormonal and permanent FP methods and draft dissemination plan

V. TECHNICAL ASSISTANCE

There was no technical assistance travel made by Washington-based AED, TFGI or CEDPA staff to the project during this reporting period.

VI. FINANCIAL INFORMATION

Academy for Educational Development

Project Title: Strengthening Social Acceptance of Family Planning - Philippines

Contract Number: 492-C-00-02-00019-00

Period of Performance: August 15, 2002 through August 14, 2006

Quarterly Report for the Period: 1/1/06-3/30/06

		Total Estimated Costs by CLIN	Actual Invoiced Through 12/29/05 by CLIN	Total Expenditures for period 12/31/05 to 3/31/06 by CLIN	Cumulative Expenditures to Date	Balance in Contract Budget by CLIN
Contract Budget						
0001 Research & Evaluation		1,825,310.00	973,273.60	84,311.93	1,057,585.53	767,724.47
0002 Communication & Advocacy		5,068,145.00	4,200,018.81	358,578.67	4,558,597.48	509,547.52
0003 Technical Assistance		2,267,149.00	1,673,668.36	212,963.42	1,886,631.78	380,517.22
0004 Training		<u>2,470,584.00</u>	<u>2,149,316.56</u>	<u>204,114.36</u>	<u>2,353,430.92</u>	<u>117,153.08</u>
Total		11,631,188.00	8,996,277.33	859,968.38	9,856,245.71	1,774,942.29

**Benchmarks for The Social Acceptance Project – Family Planning
Q1 (January to March) 2006**

Behavior Change Communication

Annual Target (Indicators)	Benchmark Statement January 1 to March 31, 2006	Benchmark Description	Documentation Requirements	Due Date
Percentage of the target audience who have heard of messages through mass media portraying FP as valuable to their life will increase from 54% to 60% (IR 3.1a) in end-of-option year KAP in project areas Metro Manila, Metro Cebu, Metro Davao, and low CPR areas Bicol and Leyte	Regional advertising campaigns to debunk myths and misconceptions aired	Spot-On radio materials finalized in Davao, Cebu, Samar-Leyte and Bicol	Actual final materials	March 10
		Radio materials aired and monitored	Media plan and broadcast reports	March 31
	Media and technology to transmit correct FP information to target audiences & the public implemented	FP Hotline advertised in print media (Inquirer <i>Libre</i> and <i>Bulgar</i>)	Media plan and print monitoring reports	March 31
		FP Hotline monitored for number of questions and question senders	FP Operations Reports	March 31
		Agreement of DOH to sustain FamPlan Hotline after July 31, 2006 finalized	Memorandum of Understanding	March 31
		LoveLines call-in programs in Manila monitored on number of questions and air time devoted to the FP portion	Activity reports	March 31
	Printed materials to deliver correct family planning information to present and potential users of family planning through champions and health providers distributed to intended users	<ul style="list-style-type: none"> Broadcasters Manual of FP Messages printed Low cost stickers promoting FP Hotline for tricycle drivers printed and distributed 	<ul style="list-style-type: none"> Actual printed copy Printed copies with distribution plan 	March 31 March 31
	<i>Communication activities to promote contraceptive self reliance conducted</i>	<i>3 FGDs conducted among non-supportive or neutral mayors in Regions 5, 8 and 11</i>	<i>Final report and transcript</i>	<i>February 28</i>
		<i>CSR materials for media orientation and mayors' media training finalized and printed</i>	<i>Final printed materials</i>	<i>February 28</i>

As of January 24, 2006

Annual Target (Indicators)	Benchmark Statement January 1 to March 31, 2006	Benchmark Description	Documentation Requirements	Due Date
		Media orientations on CSR conducted in: <ul style="list-style-type: none"> • <i>Manila for media from regions 3, 5 and NCR</i> • <i>Cebu for media from regions 6, 7 and 8</i> • <i>Davao for media from regions 10, 11 and 12</i> 	Activity reports	March 31
The proportion of positive to negative stories will increase from 4.24:1 registered for the period October 1, 2004 to August 14, 2005 to 6:1 for the whole of the option year (August 15, 2005 to August 14, 2006) in key TV, radio programs and print media nationally	Continuing media relations and monitoring activities conducted	Monthly publicity campaign conducted with at least 10 newspaper pickups on: <ul style="list-style-type: none"> • Contraceptive self reliance <ul style="list-style-type: none"> ○ CSR orientation ○ CSR best practices • Regional advertising campaign 	Monitoring Report	March 31
		Daily media monitoring reports conducted (FP News @ a Glance)	FP News @ a Glance issued every weekday	March 31
		Media analysis report for 1 st quarter 2006	Actual report	March 31
	Quick response mechanism to counteract negative messages on modern methods activated	Media monitoring conducted by PopCom in Regions 5 and 8 and in Cebu city and Davao City and reports submitted	Activity reports	March 31
		Quick Response workshop for Davao	Activity Report	February 28
By the end of the project, awareness of the <i>Fatwa</i> will	ARMM <i>fatwa</i> dissemination activities implemented among general public and	Strategic planning conducted among MRLs and partners on how to disseminate <i>Fatwa</i> to <i>A'immah (Imams)</i>	Activity Report	January 17

As of January 24, 2006

Annual Target (Indicators)	Benchmark Statement January 1 to March 31, 2006	Benchmark Description	Documentation Requirements	Due Date
<i>Fatwa</i> will increase from 28% to 40% of residents and 40 to 50% among <i>A'immah</i> in areas where <i>Fatwa</i> dissemination activities and radio campaign were conducted	general public and <i>A'immah</i>	<i>Printed materials to disseminate Fatwa to A'immah finalized and printed</i>	<i>Actual materials-</i>	<i>February 15</i>
		<i>Imam Conferences conducted to promote Fatwa to A'immah conducted in:</i> <ul style="list-style-type: none"> • <i>Zamboanga for Basilan A'immah</i> • <i>Zamboanga for Sulu A'immah</i> • <i>Bongao for Tawi Tawi A'immah</i> • <i>Cotabato City for Maguindanao A'immah</i> 	<i>Activity reports</i>	<i>March 31</i>
		<i>Radio programs promoting fatwa hosted by MRLs launched in:</i> <ul style="list-style-type: none"> • <i>Marawi City/Lanao Sur</i> • <i>Cotabato City</i> • <i>Bongao</i> 	<i>Activity report</i>	<i>March 31</i>

Outreach Component

Annual Target (Indicator)	Benchmark This Quarter	Benchmark Description	Documentation Requirements	Due Date
		Grants approved & launched/Grants orientations completed <ul style="list-style-type: none"> • NACTODAP • Interfaith Partnership 	Progress Reports	March 15
		FP Promotion Workshop for Leaders of Interfaith conducted	Training Report	March 31
		Work plan of NDCP for the development of module on FP for AFP finalized including draft outline of the session guide	Work Plan Draft Outline of Module	March 31

Annual Target (Indicator)	Benchmark This Quarter	Benchmark Description	Documentation Requirements	Due Date
2. Four (4) multi-sectoral coalitions and two (2) community-based organizations promoting evidence-based family planning through community mobilization and motivation activities	Technical assistance to FP promotion and motivation activities of multi-sectoral coalition and NGO partners provided	Grants to four multi-sectoral coalitions approved and launched/Grants orientations completed <ul style="list-style-type: none"> • Pampanga - SAFE-FP • Bicol - BIRHA • Samar-Leyte - COFPRHA 8 • Metro Cebu - CCUVA 	Grant Orientation Reports Approved Proposals Activity Reports	March 30
		Grants to NGOs approved and launched/Grants orientations completed <ul style="list-style-type: none"> • NCR - BSPA • Davao City - Kaugmaon Center for Children's Concerns 	Grant Orientation Reports Approved Proposals Activity Reports	March 30
		FP motivation training for selected community leaders of multi-sectoral coalition conducted COFPRHA 8	Training Report	January 30
		Training of Trainers on FP motivation for selected leaders of BHW in NCR conducted	Training Report	January 30

Annual Target (Indicator)	Benchmark This Quarter	Benchmark Description	Documentation Requirements	Due Date
3. Seventy (70) FP spokespersons implementing FP promotion activities in their localities and spheres of influence	Capacity-building inputs provided to selected FP spokespersons	OST alumni fellowship meetings conducted	Activity Report FP Spokespersons Plan of Action	March 15
		Spokespersons' Action Plan approved		
		FP Spokespersons Tool Kit distributed	Distribution list	March 30
		Polling of influentials conducted (4 th wave)	Polling report	March 30
4. Four (4) ARMM/Muslim organizations promoting fatwa on FP through community mobilization	Technical assistance to fatwa dissemination of Muslim NGOS provided	Four (4) small grant proposals from ARMM/Muslim organizations approved and launched/Grants orientations completed <ul style="list-style-type: none"> • Maguindanao – SOFDEPI • Basilan – Muaddil Amanah • Lanao del Sur – POM MUCARD • Davao City – Davao Islamic Dawah 	Grants Orientation Reports Approved proposals Activity reports	March 30
5. Eight (8) Regional POPCOM Offices providing inputs on technical and programmatic aspects of partners' FP promotion and community mobilization activities	Work Plan of POPCOM Regional Office in TSAP-FP sites implemented	Eight (8) POPCOM Regional Offices given orientation on TSAP-FP small grants and its work plan implemented	Feedback Reports Trip Reports	March 30
	Success stories and best practices documented and	Concept paper finalized	Approved concept paper	January 30
		Selection committee formed	Meeting reports	February 15

As of January 24, 2006

	documented and disseminated	Initial draft of success stories/best practices completed	Draft articles	March 30
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Health Provider Component

Annual Target	Benchmark Statement	Benchmark Description	Documentation Requirements	Due Date
3.3a Inclusion of Family Planning in the syllabi of the board examination subjects of medicine, nursing and midwifery professions	Competency analysis of medical, nursing and midwifery professions and Test Specification by board examination subject presented to PRC for adoption	DOH and PRC recommendations/ or plan of action that lead to at least the adoption of the proposed test specifications in the professional board examinations. DOH-CHED and PRC collaboration to incorporate FP in the syllabi of the medical, nursing and midwifery undergraduate curriculum.	Documentation report on the presentation and agreements reached	January 26
3.3b At least 60% of Health Providers in public health facilities / hospitals and industry clinics who have correct knowledge on specific family planning methods	50 health providers in ARMM coached and provided technical support	At least ten chat session facilitators each in Lanao Sur, Maguindanao, Tawi-tawi, Marawi City and Davao City coached on the use of the chat session manual and completed a course on evidence-based family planning.	Documentation of activity	March 31
	Post KAP Study Completed	The post KAP study conducted among Health providers in project sites had been concluded.	Copy of Final Report	March 31
3.3c Appropriate protocols to ensure the integration of Family Planning as part of the routine service	Final Draft of Revised DOH-FP Clinical Standards Manual readied for field testing	The revised version of the FP Clinical Standards Manual had been forwarded to a technical/style editor and readied for prototype printing.	Copy of final draft of the manual	Feb 28

Annual Target	Benchmark Statement	Benchmark Description	Documentation Requirements	Due Date
package developed				
	Research design to pre-test the revised DOH-FP Clinical Standards Manual approved	Research group selected to pre-test the revised DOH-FP Clinical Standards Manual proposed a research design plan for approval	Research proposal with milestones	February 28
	Pre-test initiated	Research group and DOH agreed on schedules and recruitment of respondents, pre-test launched	Written communication between DOH and the research group	March 6
	Final draft of POGS clinical practice guidelines on Hormonal and Permanent FP methods ready for presentation and printing	The clinical practice guidelines on hormonal and permanent FP methods developed by the POGS Committee had been presented among other POGS member and medical professional groups for comments before final production.	Copy of the CPGs	February 28

**Benchmarks for The Social Acceptance Project – Family Planning
Q2 (April to June) 2006**

Behavior Change Communication

Annual Target (Indicators)	Benchmark Statement April 1 to June 30, 2006	Benchmark Description	Documentation Requirements	Due Date
3.1a. Percentage of the target audience who have heard of messages through mass media portraying FP as valuable to their life will increase from 54% to 60% (IR 3.1a) in end-of- option year KAP in project areas Metro Manila, Metro Cebu, Metro Davao, and low CPR areas Bicol and Leyte	Regional advertising campaigns to debunk myths and misconceptions aired	Radio materials aired and monitored	Media plan and broadcast reports	June 15
		FP Hotline advertised in print media (<i>Inquirer Libre, Bulgar, Abante Tonite, SuperBalita Cebu and Davao, Banat News Cebu.</i>)	Media plan and print monitoring reports	May 30
		Data collection for Post Campaign Survey initiated	Research contract signed (w/ timetable indicating dates of data collection) with selected sub-contractor	June 30
	Media and technology to transmit correct FP information to target audiences & the public implemented	FP Hotline monitored for number of questions and question senders	FP Operations Reports	June 30
		Agreement of DOH to sustain FamPlan Hotline after July 31, 2006 finalized	Memorandum of Understanding	June 30
		LoveLines call-in program in Manila monitored on number of questions and air time devoted to the FP portion	Activity reports	June 30

Annual Target (Indicators)	Benchmark Statement April 1 to June 30, 2006	Benchmark Description	Documentation Requirements	Due Date
Leyte	Printed materials to deliver correct family planning information to present and potential users of family planning through champions and health providers distributed to intended users	<ul style="list-style-type: none"> Broadcasters Manual of FP Messages printed for June book launch Book launch of Manual Low cost stickers promoting FP Hotline for tricycle drivers printed and distributed 	<ul style="list-style-type: none"> Actual printed copy Report on launch Printed copies with distribution plan 	May 31
		3 FGDs conducted among non-supportive or neutral mayors in Regions 5, 8 and 11	Final report and transcript	June 30
		CSR materials for media orientation and mayors' media training finalized and printed	Final printed materials	April 31
		Media orientations on CSR conducted in: <ul style="list-style-type: none"> Manila for media from regions 3, 5 and NCR Cebu for media from regions 6, 7 and 8 Davao for media from regions 10, 11 and 12 	Activity reports	April 15
3.1b. The proportion of positive to negative stories will increase from 4.24:1	Continuing media relations and monitoring activities conducted	Monthly publicity campaign conducted with at least 10 newspaper pickups on: <ul style="list-style-type: none"> Contraceptive self reliance <ul style="list-style-type: none"> CSR orientation CSR best practices Regional advertising campaign 	Monitoring Report	April 15
				May 31

Annual Target (Indicators)	Benchmark Statement April 1 to June 30, 2006	Benchmark Description	Documentation Requirements	Due Date
registered for the period October 1, 2004 to August 14, 2005 to 6:1 for the whole of the option year (August 15, 2005 to August 14, 2006) in key TV, radio programs and print media nationally		Daily media monitoring reports conducted (FP News @ a Glance)	FP News @ a Glance issued every weekday	June 30
		Media analysis report for 2nd quarter 2006	Actual report	June 30
		Relations with entertainment/ lifestyle journalists strengthened	Activity reports	June 30
	Quick response mechanism to counteract negative messages on modern methods activated	Media monitoring conducted by PopCom in Cebu City and Davao City and reports submitted	Activity reports	Jun 30
3.1a. By the end of the project, awareness of the <i>Fatwa</i> will increase from 28% to 40% of residents and 40	ARMM <i>fatwa</i> dissemination activities implemented among general public and <i>A'immah</i>	Inventory of <i>A'immah</i> conducted in: <ul style="list-style-type: none"> • Marawi city • Lanao Sur • Maguindanao • Basilan • Sulu • Tawi Tawi 	Inventory: <ul style="list-style-type: none"> • List of <i>A'immah</i> • Locations • Positions on <i>Fatwa</i> 	April 15

Annual Target (Indicators)	Benchmark Statement April 1 to June 30, 2006	Benchmark Description	Documentation Requirements	Due Date
to 50% among <i>A'immah</i> in areas where <i>Fatwa</i> dissemination activities and radio campaign were conducted		Imam Conferences conducted to promote Fatwa to A'immah conducted in: <ul style="list-style-type: none"> • Zamboanga for Basilan A'immah • Zamboanga for Sulu A'immah • Bongao for Tawi Tawi A'immah • Cotabato City for Maguindanao A'immah • Cagayan de Oro for Marawi A'immah • Cagayan de Oro for Lanao Sur A'immah 	Activity reports	June 15
		Radio programs promoting fatwa hosted by MRLs launched in: <ul style="list-style-type: none"> • Marawi City/Lanao Sur • Cotabato City • Bongao 	Activity report	June 30
		Data collection for ARMM <i>Fatwa</i> Awareness Follow up Survey initiated	Research contract signed (w/ timetable indicating dates of data collection) with selected subcontractor	June 30

Outreach Component

Annual Target (Indicator)	Benchmark This Quarter	Benchmark Description	Documentation Requirements	Due Date
3.2a. Three (3) national partner organizations promoting the practice of modern family planning including male involvement	Technical assistance to FP promotion and information campaigns of three (3) national partner organizations provided	Grants implementation on track and completed NACTODAP	Terminal Report	June 30
		Orientation on FP Promotion for Interfaith Leaders in Region 8, Bicol and Pampanga conducted	Activity Report	April 30
		Scriptural Reflections (Biblio-Theological basis for Family Planning) finalized and disseminated	Copy of Scriptural Reflections	May 30
3.2a. Four (4) multi-sectoral coalitions and two (2) community-based organizations promoting evidence-based family planning through community mobilization and motivation activities	Technical assistance to FP promotion and motivation activities of multi-sectoral coalition and NGO partners provided	Grants implementation of four multi-sectoral coalitions on track and completed <ul style="list-style-type: none"> • Pampanga - SAFE-FP • Bicol - BIRHA • Samar-Leyte - COFPRHA 8 • Metro Cebu - CCUVA 	Terminal Reports	June 30
		Grants implementation of two NGOs completed <ul style="list-style-type: none"> • NCR - BSPA • Davao City - Kaugmaon Center for Children's Concerns 	Terminal Reports	June 30
3.2b. Seventy (70) FP spokespersons implementing FP promotion activities in their	FP Spokespersons mobilized in selected community mobilization and alliance-building events	FP Spokespersons Tool Kit distributed	Distribution list	June 30
		FP Spokespersons mobilized during community events and alliance building activities	Activity Reports	June 30

Annual Target (Indicator)	Benchmark This Quarter	Benchmark Description	Documentation Requirements	Due Date
localities and spheres of influence		Polling of influentials initiated (5 th wave)	Feedback Report on status of interviews	June 30
3.2a. Four (4) ARMM/Muslim organizations promoting fatwa on FP through community mobilization	Technical assistance to fatwa dissemination of Muslim NGOS provided	Four (4) small grant from ARMM Muslim organizations implemented and completed <ul style="list-style-type: none"> • Maguindanao – SOFDEPI • Basilan – <i>Muaddil Amanah</i> • Lanao del Sur – POM MUCARD • Davao City – Davao Islamic <i>Da'wah</i> 	Terminal Reports	June 30
3.2a. Eight (8) Regional POPCOM Offices providing inputs on technical and programmatic aspects of partners' FP promotion and community mobilization activities	Work Plan of POPCOM Regional Office in TSAP-FP sites implemented	Eight (8) POPCOM Regional Offices providing TA to TSAP-FP grantees	Feedback Reports Trip Reports	June 30
	Success stories and best practices documented and disseminated	Draft of success stories/best practices completed	Draft articles	April 30
		Articles of Best practices packaged, reproduced and disseminated	Copy of Compendium of Promising Practices/Stories from the Field	June 30
		Preparation for TSAP-FP Partners <i>Bahaginan</i> II done	Activity Report	June 30

Health Provider Component

Annual Target	Benchmark Statement	Benchmark Description	Documentation Requirements	Due Date
3.3a Inclusion of Family Planning in the syllabi of the board examination subjects of medicine, nursing and midwifery professions	A more descriptive syllabi of medical, nursing and midwifery developed for PRC adoption	Examination syllabi on family planning for the medical, nursing and midwifery courses prepared for PRC. Syllabi content easier to be translated into relevant subject in the standard course offering designed.	Consultant's report with final syllabi PRC Resolution for adoption	April 30 June 30
3.3b At least 80% of Health Providers in public health facilities / hospitals and industry clinics who have correct knowledge on specific family planning methods	50 health providers in ARMM coached and provided technical support	At least ten chat session facilitators each in Lanao Sur, Maguindanao, Tawi-tawi, Marawi City and Davao City coached on the use of the chat session manual and completed a course on evidence-based family planning.	Documentation of activity	April 30
	Post KAP Study of HP disseminated	The post KAP study disseminated among Health providers in project sites	Activity report	June 30
	EB family planning CAT Kit web site completed and launched	Home page for the EB family planning / CAT kit (including the newsletter) completed and hosted by the UP College of Medicine , Manila	Consultant's report Website launch report	May 30
3.3c Appropriate	Field test of the Revised DOH-FP	Field test of the Clinical Standards Manual conducted in Luzon and in the Visayas	Consultant's /Activity report	May 30

Annual Target	Benchmark Statement	Benchmark Description	Documentation Requirements	Due Date
protocols to ensure the integration of	Clinical Standards Manual initiated			
Family Planning as part of the routine service package developed	Printing of the FP manual done	Printing of the revised FP manual completed	Delivery report	June 30
	POGS clinical practice guidelines on hormonal and permanent FP methods completed.	POGS clinical practice guidelines on hormonal and permanent FP methods completed and plan for dissemination drafted.	Consultant's report	June 30

Radio Spots in Family Planning for Cebu (Central Visayas, Region VII)

Radio Spot on Vasectomy

- Situation: *Two officemates relaxing at home of the older man, Dodong. His companion is Rudy. They are relaxing by singing with a magic sing (videoke). It is a typical urban community in Cebu and in other homes, there are small groups also singing.*
- Rudy : (singing) “On this blood-soaked land lies a man prostrate...”
- Dodong: You’re singing like you had a really horrible day!
- Rudy: My wife is pregnant again.
- Dodong: You didn’t practice any family planning?
- Rudy: I am not used to it.
- Dodong: Why not try condom or even vasectomy?
- Rudy: I don’t want to because they said that it would make me lose my sex drive. I might become gay.
- Dodong: What you heard is wrong, Rudy. Just look at me, I am vasectomized.
- Rudy: (Singing) Macho, I’m still very much a man
My muscles are still firm
My wife is happy
Because she will no longer be deprived...
- Dodong: I was able to give a good life to my family and my wife and I are even happier now.
- Voice Over: For more information about vasectomy and other methods of family planning, visit your nearest Health Center. Couples should always consult a health provider for correct information and medical advice prior to having a vasectomy or using any other modern family planning method.
- Man: (singing over) “...I want to be a macho....”
- Rider: This radio spot is brought to you by the Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network and the National Federation of Barangay Health Workers.

Radio Spot on Tubal Ligation

Situation: *Two women (Mary and Lucing) are relaxing while watching an early afternoon soap opera. Mary looks so tired after putting her three young children to sleep for their afternoon nap. This is her only time for herself.*

Mary: It's really tiring taking care of three active young children.

Lucing: Perhaps it's time you think of planning your family. There are a lot of choices which you could select from, like pills, injectables, IUD, natural family planning, and tubal ligation.

Mary: But Lucing, according to people, if a woman is ligated, she loses her sex drive or she becomes too aggressive.

Lucing: That's a big mistake. My friend Linda Abadiano of the National Confederation of Barangay Health Workers is ligated and she is happy with her life.

Musical transition to another speaker.

Linda: I'm Linda Abadiano. I was ligated at the age of twenty-nine (29). I am in good health and have good sexual relations with my husband. I am proud to say that I was able to send all of my children to college. Planning my family and having only three children helped a lot.

Voice Over: For more information on tubal ligation and other modern family planning methods, go to your nearest Barangay Health Center and be informed. Couples should always consult a health provider for correct information and medical advice prior to having a tubal ligation or using any other modern family planning method.

Women: (singing over) "...you should be informed"
("...mao nga magpakisayod")

This radio spot is brought to you by the Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network and the National Federation of Barangay Health Workers.

Radio Spot On Pills

Situation: *Husband and wife are watching a presentation of health workers in a rural community in Cebu as part of the fiesta celebration. The couple is obviously happy.*

Health Workers: (singing in chorus) There's a suggestion from the health worker that we should start planning our families now. We can use condom, injectable, pills, natural family planning, IUD and other modern family planning methods. . .

Husband: (laughing) There are some people who say that pills can cause headaches, can even turn you moody. You're on the pill, do you feel any of these?

Wife: No problem.

Husband: Yeah, I noticed that pills have never caused any problem with you. You even get more beautiful, sweet and loving.

Wife: Oh, is that right?

Voice Over: According to studies, pills are safe and effective if properly used. For more information, you can go to your nearest Barangay Health Center. Couples should always consult a health provider for correct information and medical advice prior to using pills or using any other modern family planning method.

Women: (singing in chorus) "...be informed..."

This radio spot is brought to you by the Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network and the National Federation of Barangay Health Workers.

Radio Materials in Family Planning for Davao (Mindanao, Region XI)

Jingle on Male Participation

Intro: This is safe. This is safe.

Rap: Have no fear! This is safe.
 This is one way to make our life easier and happy

 Plan your family with your wife
 Give her your care and support

 Therefore, you husbands
 Your role is important
 Support your wife
 Go, take action now!

End tag: Have no fear! Family planning is safe. For more information on all modern family planning methods, go to your nearest Barangay Health Center. Couples should always consult a health provider for correct information and medical advice prior to using any modern family planning method.

This jingle is brought to you by the Commission on Population, METSA Foundation, Kaugmanon Center for Children's Concerns Foundation and the National Confederation of Tricycle Operators and Drivers Association of the Philippines.

Radio Spot On Injectable

Situation: *Two friends (Fe and Ms. Lucing) meet in a busy street in Davao. Ms. Lucing is on her way to the Barangay Health Center.*

Fe: Ms. Lucing, why are there are so many people at the health center?

Ms. Lucing: There's consultation on family planning today.

Fe: Family planning? I've thought of practicing family planning but I have heard lots of things about it. They say that with injectable, blood will collect in the woman's uterus because she no longer has her monthly period.

Ms. Lucing: That's not true! I can attest to that because I am an injectable user. With injectable, not having her monthly period (amenorrhea) is normal and it is not something that a woman should worry about.

Fe: So there's nothing to fear about injectable...?

Ms. Lucing: Yes, injectable is safe when properly used. Why don't we both visit the health center so we can get the right information?

End Tag: Have no fear, family planning is safe. For more information about family planning, you can go to your nearest Barangay Health Center. Couples should always consult a health provider for correct information and medical advice prior to using injectable or any other modern family planning method.

This radio spot is brought to you by the Commission on Population, METSA Foundation, Kaugmanon Center for Children's Concerns Foundation and the National Confederation of Tricycle Operators and Drivers Association of the Philippines.

Radio Spot On the Pill

Situation: *A young mother is preparing her two children, one a little over one year old, and the other two months old, for a visit to the health center for their immunization shots. Her house, in a thickly populated area of Davao City and she is having difficulty getting her children and herself ready.*

Fely (mother): Thank you, Maring, for helping me bring my children to the health center for their immunization. It's so hard to take care of two very small children.

Maring (neighbor): Why don't you try family planning?

Fely: I thought about the pill but I heard it causes headaches. I have enough headaches already as it is.

Maring: I know that some women may experience headaches, but that is only temporary. Let's ask the Barangay Health Worker.

Barangay Health Worker: Some women may experience headache with the pill however this is only temporary. The pill is one of the safest methods of modern family planning method if used properly.

End Tag: Have no fear, family planning is safe. For more information about the pill and other modern family planning methods, you can visit your nearest Barangay Health Center. Couples should always consult a health provider

for correct information and medical advice prior to using pills or any other modern family planning method.

This radio spot is brought to you by the Commission on Population, METSA Foundation, Kaugmanon Center for Children's Concerns Foundation and the National Confederation of Tricycle Operators and Drivers Association of the Philippines.

Radio Materials in Family Planning for Davao (Mindanao, Region XI)

Jingle on Male Participation

LUWAS KINI, LUWAS KINI BUSA...

AYAW, AYAW KAHADLOK LUWAS KINI (2X)

AYAW KAHADLOK,(ayaw),
LUWAS KINI! (luwas)
DAGHANG PAAGI
ARON TA MAHAPPY

PAGPLANO SA PAMILYA
DUYOGI ANG ASAWA
PAG-PANGGA'G SUPORTA
IHATAG MO KANIYA

IKAW NA LALAKI
DAKO IMONG BILI
KUYOGI IMONG MISIS
SIGE, DALI PAG-ILIS

AYAW AYAW KAHADLOK,
LUWAS KINI!

PAKISAYOD SA UBAN PANG MODERNO PAMAAGI SA
PAGPLANO SA PAMILYA, ADTO SA PINAKA-DUOL NA HEALTH
CENTER.

End Tag: Kinahanglang mokonsulta ang manag-pares sa health provider, alang sa saktong kahibalo una mogamit sa bisag unsang modernong pama-agi sa family planning!

KINING PAHIBALO HATOD KANATO SA COMMISSION ON
POPULATION, METSA FOUNDATION, KAUGMAON CENTER FOR
CHILDREN'S CONCERNS FOUNDATION ug sa NATIONAL
CONFEDERATION OF TRICYCLE OPERATORS & DRIVERS
ASSOCIATION OF THE PHILIPPINES.

Radio Spots in Family Planning for Legaspi (Bicol, Region V)

Radio Spot on Male Participation

JOYCE: NOY .. HAROK NA...

RAMON: HAROK.. BAGAS.. PANGGATONG SAKO.. PERO KASUBANGGI ANO??!!

JOYCE: SABI KO BAGA DAE AKO PWEDE.. TA AKI PA SI JUNIOR...

RAMON: AGOM.. GABOS NA PROBLEMA MAY SOLUSYON.. SA MODERN FAMILY PLANNING, SATUYANG MAPAPLANO KUN NUARIN TA SUSUNDAN AN SATUYANG AKI...

JOYCE: MODERN FAMILY PLANNING???! ANO YUN?

RAMON: MGA MODERN METHODS AROG KAN PILLS, DMPA, IUD, NATURAL FAMILY PLANNING ASIN CONDOM...

JOYCE: KADAKOL MAN PALAN KAIYAN... PWEDE DAW YAN PAGSARABAYON??

RAMON: (WHILE LAUGHING) AN AGOM KO TALAGA... PERO ARAM MO, MAS MARHAY AN BUHAY KAN MGA AKI KUN PINAGPAPLANUHAN...

JOYCE: YAAN, AN AGOM KO.. BAKO SANA MAHIGOS, MATALI PA...

RAMON: NATURAL KAIPUHAN TANG ISIPON AN FUTURO KAN SATONG FAMILIA... GUIROMDOMON, KITA AN IGWANG KONTROL SA SATUYANG BUHAY SA TABANG KAN MODERN FAMILY PLANNING....

VC: DAI KITA MATAKOT .. KONTROLON TA AN SATONG BUHAY: AN MODERN FAMILY PLANNING AN MATABANG SATUYA...

PARA SA DUGANG NA IMPORMASYON MANUNGOD SA MODERN FAMILY PLANNING MAGBISITA SANA SA PINAKAHARANENG HEALTH CENTER...

VO : AN LAMBANG MAG AGOM AN DAPAT PIRMING MAGBISITA SA MGA HEALTH PROVIDER TANGANING MAKUA AN TAMANG IMPORMASYON O MEDICAL ADVICE ANTES MAGGAMIT NIN ANO MAN NA MODERN METHOD KAN FAMILY PLANNING..

AN PAGUIROMDOM NA INI AN HATOD SATUYA KAN COMMISSION ON POPULATION ASIN KAN BICOL INTEGRATED REPRODUCTIVE HEALTH ALLIANCE...

Radio Spot on the Pill

DONNA: OY PRECY, GARI KADAKOL DAKOL MONG LABAHAN AH..
GUSTO MO TABANGAN TAKA??

PRECY: SALAMAT MADI.. DIFISIL TALAGA AN PAGPADAKULA ASIN
PAG- ATAMAN KAN SURUNUDAN NA AKI....

DONNA: DAI KA LAMANG NAGPORBAR NA MAGTUMAR NIN PILLS?

PRECY: DAI NA.. HABO KO NA PAGKULGAN AKO NIN PAYO...!

DONNA: HA?! AKO NGANI LIMANG TAON NA NIN TUMAR KAIYAN,
MALA INI TA DAI LAMANG AKO NIN ANO MAN NA
NAMAMATEAN. AN ARAM KO SANA, NAGIN MAGAYON AN
SAKONG BUHAY.. MAY ORAS AKO SA MGA AMIGA KO, SA
FAMILIA ASIN SA SADIRI KO.. BAKONG NAHIHILING MAN AN
RESULTA??....

PRECY: IYO NGANI KAYA NAIIBOG AKO SA IMO.. SIGURO ORAS NA
PARA MAGTUMAR MAN AKO KAN PILL...

DONNA: MARHAY PA, IIBANAN TAKA NA SA HEALTH CENTER,
TANGANING MAARAMAN MO KUN ANONG MODERN FAMILY
PLANNING METHOD AN BAGAY SAIMO...

BHW: NAGKAPIRA SANA SA MGA KABABAIHAN NA NAGTUTUMAR
NIN PILLS AN NAKAKAMATE NIN MILD HEADACHES, ALAGAD
TEMPORARYO SANA INI. SAFE AN PILL KUN TAMA AN PAG
TUMAR..

VO: DAI KITA MATAKOT .. KONTROLON TA AN SATONG BUHAY:
AN MODERN FAMILY PLANNING AN MATABANG SATUYA...

PARA SA DUGANG NA IMPORMASYON MANUNGOD SA
MODERN FAMILY PLANNING MAGBISITA SANA SA
PINAHAHARANENG HEALTH CENTER...

VO : AN LAMBANG MAG AGOM AN DAPAT PIRMING MAGBISITA SA
MGA HEALTH PROVIDER TANGANING MAKUA AN TAMANG
IMPORMASYON O MEDICAL ADVICE ANTES MAGGAMIT NIN
ANO MAN NA MODERN METHOD KAN FAMILY PLANNING..

AN PAGUIROMDOM NA INI AN HATOD SATUYA KAN
COMMISSION ON POPULATION ASIN KAN BICOL INTEGRATED
REPRODUCTIVE HEALTH ALLIANCE...

Radio Spot on the Tubal Ligation

CIELO: OY MADI, NATA TAGARI PIG BUBUKOD KA? MASAIN KA?

SARAH: IYO BAGA NGANI.. MADUMAN AKO SA HEALTH CENTER.. MAPALISTA PARA SA LIBRENG LIGATION...

CIELO: ANO?! DAI KA BAYA NATATAKOT NA MAWARAAN KA NIN LINDOK O KUN DAI MAN MAGIN MANIAC??

SARAH: ESUS KO MAN INING SI MADI. SAIN MO NAKUA AN HURING HUDING NA IYAN??

CIELO: SA MGA SABI SABI...

SARAH: NAGTUBOD KA MAN?!! ARAM MO MADI SALA IYAN, DAI KITA NAWAWARAAN NIN LINDOK O MAS PANG MAKUSOG AN SATONG SEX DRIVE. MARHAY PA MAG IBA KA NA SAKO SA HEALTH CENTER TANGANING MAS MAARAMAN MO AN TUBAL LIGATION ASIN IBA PANG MODERN METHODS KAN FAMILY PLANNING...

CIELO: IYO?!.. HMM SIGE DAW MADI.. MUS NA..

SARAH: YAN AROG KAAAN! KONTRALADO TA AN SATONG BUHAY... KUN KAYA DAING DAPAT NA IKATAKOT SA MODERN METHODS KAN FAMILY PLANNING...

VO: AN TUBAL LIGATION AN DAING EPEKTO SA SEX DRIVE KAN MGA KABABAIHAN.. PARA SA DUGANG NA IMPORMASYON MANUNGOD SA MODERN FAMILY PLANNING MAGBISITA SANA SA PINAKAHARANENG HEALTH CENTER...

VO : AN LAMBANG MAG AGOM AN DAPAT PIRMING MAGBISITA SA MGA HEALTH PROVIDER TANGANING MAKUA AN TAMANG IMPORMASYON O MEDICAL ADVICE ANTES MAGGAMIT NIN ANO MAN NA MODERN METHOD KAN FAMILY PLANNING..

AN PAGUIROMDOM NA INI AN HATOD SATUYA KAN COMMISION ON POPULATION ASIN KAN BICOL INTEGRATED REPRODUCTIVE HEALTH ALLIANCE...

Radio Spot: Injectable

Setting : Ang mag-*best friends* nga sila Fe ug Lucing nagkita sa downtown denhe sa Davao samtang ang naulahi paingon sa Barangay Health Center niadtong higayuna.

Fe : Oy, mare Lucing, daghan lagi'g tawo sa may Barangay Health Center karon mare, unsa diay naa didto?

Lucing : Lagi, 'day, paingon pud lagi ko didto karon, kuyog nu-on ta? Naa man gu'y *consultation* sa *family planning* didto karong adlaw...

Fe : Hmmm, mao ba...abi nimo mare, gusto pud baya nako mag-*family planning* unta mi ni sixto pero hadlok man gud ko's mga istorya ba ... pareho anang istorya nga kana kunong *injectable* makadaut kay ang dugo magpondo kuno diha sa matris sa babaye kay dili na man reglahon... hadlok intawon ko ana, noh...

Lucing : Oyy, dili tawon na tinood, noh....kay ngano....*injectable user* man ko. Kanang dili moabot ang regla o *amenorrhea*, normal ra na ingon sa mga doktor...

Fe : Wa diay ta'y angay kabalak-an ana, mare?

Lucing : Wa noh, unsa pa! Basta sakto lang jud ang paggamit sa *injectable*...adto ta's Health Center, 'day ?

Fe : Tana! Baka makakuha pa ta'g dugang kasayuran didto...

END TAG: Misis, ayaw kahadlok, luwas ang *family planning*. Alang sa dugang inpormasyon, duawa ang labing du-ol nga Barangay Health Center.

Kinahanglang mokonsulta ang manag-pares sa health providers, alang sa saktong kahibalo una mogamit sa *injectable* o sa bisag unsang modern family planning method!

KINING PAHIBALO HATOD KANATO SA COMMISSION ON POPULATION, METSA FOUNDATION, KAUGMAON CENTER FOR CHILDREN'S CONCERNS FOUNDATION ug sa NATIONAL CONFEDERATION OF TRICYCLE OPERATORS & DRIVERS ASSOCIATION OF THE PHILIPPINES

Radio Spot: Pill

Setting : Ang batan-ong inahan nga si Fely nga nagpuyo diha sa usaka *depressed area* denhe sa Davao nagkapuliki usaka buntag niana samtang naghikay sa duha ka mga tsikiting niini aron ipa-*immunize*. Ang kamaguwangan nag-edad ug kapin tuig samtang ang kinamanghuran nag-edad pa lang ug duha ka bulan....

Ang barkada niini nga si Maring mitabang paghikay sa mga dad-onon ni Fely samtang ang duha nag-istoryahanay...

Fely : Hayy, mader, salamat kaayo sa imong tabang ha...maypa ka, ako ani, kamuritsing kanunay pag-atiman aning among mga gagmay... wa na man gani ko'y panahon sa akong kaugalingon....(nangagho/*sighs*)...

Maring : Okey ra na, oyy, kinsa man diay magtinabangay 'di kita...pero nganong dili man ka mag-*family planning*, 'day?

Fely : Okey unta ko ana...pero maglabad man kuno ang ulo nato ana? Basi'g madugangan lang ang akong INIT sa uno ana...nah, mag-unsang na lang..

Maring : Naa tingali'y uban, Fel...pero sa akong nadunggan lang ha, *temporario* man lang kuno ang labad sa ulo...may pa, mangutana ta didto's Barangay Health Center....

BARANGAY HEALTH WORKER : Adunay ubang mga babaye nga posibleng makasinati ug labad sa ulo, apan kini temporaryo lamang....ang *pills* usa niadtong pinaka luwas nga pamaagi sa *family planning* sa hustong pagpatuman niini...

END TAG: Misis, ayaw kahadlok.. luwas ang *family planning*. Alang sa dugang inpormasyon, duawa ang labing du-ol nga Barangay Health Center.

Kinahanglang mokonsulta ang manag-pares sa health provider, alang sa saktong kahibalo una mogamit sa *pills* o sa bisag unsang *modern family planning method*!

KINING PAHIBALO HATOD KANATO SA COMMISSION ON POPULATION, METSA FOUNDATION, KAUGMAON CENTER FOR CHILDREN'S CONCERNS FOUNDATION ug sa NATIONAL CONFEDERATION OF TRICYCLE OPERATORS & DRIVERS ASSOCIATION OF THE PHILIPPINES.

Radio Spots in Family Planning for Legaspi (Bicol, Region V)

Radio Spot on Male Participation

Situation: *Husband and wife, Ramon and Joyce are doing household chores. Mon is a little bit grumpy. He is banging things around.*

Joyce: Mon, it's time to fetch water...

Ramon: Fetch water, get rice, firewood...but last night, I had nothing . . .

Joyce: I told you that I am not ready for another child. Junior is still too young...

Ramon: Everything has a solution. With modern family planning methods, we can plan when to have our next child.

Joyce: Modern family planning? What's that?

Ramon: Modern methods like pills, DMPA, IUD, natural family planning and condom...

Joyce: There seem so many choices. Can they be used simultaneously?

Ramon: (Laughing at wife's joke.) Really, sweetheart . . . life is certain to be better if we start planning our family.

Joyce: That's my husband. Not only industrious, but intelligent, as well.

Ramon: Naturally. We have to put our family ahead of ourselves. Remember, we have control of our lives. Modern family planning methods can help us.

Voice Over: For more information on modern family planning methods, visit your nearest health center. Couples should always consult a health provider for correct information and medical advice prior to using any modern method of family planning.

This radio spot is brought to you by the Commission on Population and the Bicol Integrated Reproductive Health Alliance.

Radio Spot on the Pill

- Situation: *Two women meet while doing their laundry at a creek in typical rural Bicol. It is a bright day, the birds are singing and there is the gentle gurgle of a stream. But Precy is not too happy as she has to wash a huge pile of laundry. Donna is sympathetic.*
- Donna: Precy, you've got quite a pile there. Can I help you with your laundry?
- Precy: Thanks. It's really difficult taking care of children who are closely spaced.
- Donna: You haven't considered taking the pill?
- Precy: Donna, they say that the pill causes headaches.
- Donna: I've been on the pill for five years now and I don't feel anything bad at all. *What I know is that my life is better now. I have more time for my friends self, my family and my self. Don't you see the difference?*
- Precy: *That's why I envy you.* Perhaps I should also start on the pill?
- Donna: I'll accompany you to the health center so you can get counseling on the best modern family planning for you.
- Barangay Health Worker: Some women may have mild headaches when they take the pill but this is only temporary. The pill is safe if properly used.
- Voice over: Let's not be naive. Let's take control of our lives. Modern family planning methods can help us. Couples should always consult a health provider for correct information and medical advice prior to using pill or any other modern method of family planning.
- This radio spot is brought to you by the Commission on Population and the Bicol Integrated Reproductive Health Alliance.

Radio Spot on Tubal Ligation

- Situation: *Two women bump into each other in a busy street in Bicol. There are tricycles on the street and vendors hawking their wares. Both women have finished their marketing and Cielo wants to engage Sarah in conversation. But Sarah is in a hurry.*

Cielo: Sarah, why are you in such a hurry? Where are you off to?

Sarah: I'm going to the health center. I am having my name listed for the free ligation.

Cielo: Why? Aren't you afraid to become frigid or perhaps become a maniac?

Sarah: Where did you get that hearsay?

Cielo: That's what I've heard...

Sarah: That's not true. Tubal ligation will not make a woman lose or increase her sex drive. Better yet, come with me to the health center so you will get correct information about tubal ligation and other modern methods of family planning.

Cielo: (After some hesitation) Ok, let's go.

Sarah: Good. We're people who have control of our lives. We should have no fear of modern methods of family planning.

Barangay Health Worker: Tubal ligation has no effect on a woman's sex drive. For more information on modern family planning methods, visit your nearest health center.

Voice Over: Couples should always consult a health provider for correct information and medical advice prior to using any modern method of family planning.

This radio spot is brought to you by the Commission on Population and the Bicol Integrated Reproductive Health Alliance.

Radio Spots in Family Planning for Tacloban (Eastern Visayas, Region VIII)

Radio Spot on Pills

Situation: Usa nga common nga dapit dinhi ha Tacloban kun diin sapit sapit an mga panimalay, nga mahihimo nga makabati iton iba, samtang nag-iistorya iton duha katawo. Urog nga higayon, maaringasa ini, nga hin babatian iton radyo, TV, mga tawo sige iton kayakan, ngan binabti gihapon iton aringasa tikang ha karsaada. Pero in usa nga babaye nga duro an pag-araba durot han iya pagbati in nagpapanlalabaw dida hini aringasa. Hin babatian ini hin tulo nga amyaw nga hira Teresa, Cecile ngan Rosario nga naghihimangraw dida hin usa nga tindahan.

Gladys (SOM IN LABOR PAINS)

Teresa Manganganak na liwat hi Gladys??

Cecile Napapausa ka pa hito? Kada tuig man ito nanganganak...

Rosario Ambut kon kay ano nga diri man hiya nagamit hin modern family planning method, sugad hiton pills...

Cecile Ay! Siring niya, napaul-ul daw kono ito hin ulo!!

SFX BADONG TAWAG HIN TRICYCLE. KINAHANGLAN MADARA HI GLADYS HA HOSPITAL!

Teresa Binmati na gihapon ako hito.

Rosario Waray ko man sugad nga gin-aabat pag-ininum ko hin pills.

Both Kay nagpipills ka??

Rosario Maiha na!!! Kitaa daw iton akon anak, igo la iton ira lat-ang. Waray pa man ako pag-u-uli hin ulo tungod hiton pills, bisan kon mayda gud pipira nga maka-experiensiya hin pagsakit hin ulo, pero ini in temporaryo la, ngan diri man duro....

SFX GLADYS GINDARA HA TRICYCLE, THEN MOVE OUT

Cecile Adtu na hi Gladys ha hospital.

Teresa Delikado gud iton sagonson nga panganganak.

Rosario Kinahanglan gud ni Gladys nga magplano hiton iya pamilya!!

V.O. Ayaw tuod hin tsismis. Para han kamatuuran han family planning methods sugad han pills, IUD, injectables, natural family planning, condom, ligation ngan vasectomy, bisita ha iyo pinakahirani nga health center. An mag-tiayon in kinahanglan nga kumunsulta para han sakto nga impormasyon ngan medical advice, antis gumamit hin pills o hain man nga modern family planning method.

Ini nga pahinumdom in durot ha iyo han Commission on Population ngan han Coalition of Family Planning and Reproductive Health Advocates dinha ha rehiyon ocho.

RADIO SPOT ON TUBAL LIGATION

Situation Ordinaryo nga sitwasyon dinhi ha siyudad han Tacloban, temprano pa han aga... Duha nga kababayen-an hi Cora ngan Delia in namumulad han ira mga linabhan han kumita hira han ira amyaw nga mayda kakadtuan.

SFX/MS C Music nga magpapakilala hin nga amyaw komo moderno nga babaye nga nagsisiguro para han iya kinabuhi.

Cora Delia...aadtu na liwat...makikikigkita na liwat ada hiton iya lalake!!! Kitaa uhu!! Pusturawo... Ngan iton iya sul-ot...kaanyaagg...diri man hiya sugad hit han una.

Delia Maaram ka ba??? Tungod nga ginligitan na ito hiya, diri na nakokontento ...

Man (SAGBANG) tismis la ito!!! An tinu-od, tungod nga ginligitan na, may panahon na hiya para pagtrabaho, para hiton iya kalugaringon, para hiton iya mga anak ngan hiton iya pamilya.

V.O. Tuod! An tubal ligation in waray anoman nga epekto han lawasnon nga panginahanglan hin usa ka babaye. Para hin dugang nga impormasyon han modern family planning methods sugad han pills, IUD, injectable, condom, natural family planning, tubal ligation ngan vasectomy...Bisita ha iyo pinakahirani nga health center ha iyo lugar... An mag-tiayon in kinahanglan nga kumunsulta para han sakto nga impormasyon ngan medical advice, antis gumamit han tubal ligation o hain man nga modern family planning method.

Ini nga pahinumdom in durot ha iyo han Commission on Population ngan han Coalition of Family Planning and Reproductive Health Advocates dinha ha rehiyon ocho.

RADIO SPOT ON MALE PARTICIPATION

Situation Mag-asawa nga Ramon ngan Joyce in nagtutuman hin mga pagpuriga. Aburido hi Ramon, kun diin haros ipamuntad an mga gamit nga iya hin-kakaptan.

Joyce Monn...Alayon anay ako ig-alog hin tubig...

Ramon (BAGOLBOL) Pag alog, kuha hin bugas, sungo ... Pero kagab-i... Waray gud ako patumani...

Joyce (MAUPAY ITON BUOT) Kay nagsiring naman ako ha imo nga diri pa ako andam magburod. Duro pa hin kabata ni Junior.

Ramon An ngatanan mayda pamaagi... Ha modern family planning methods...Mahihimo naton nga planuhon an sunod ta nga anak.

Joyce (PAKIANA) Modern family planning...? Ano ito...?

Ramon Moderno nga pamaagi sugad han pills, DMPA, IUD, natural family planning ngan condom.

Joyce Kadamo daw hito nga pagpipilian ... Puydi ba ito durungan nga gamiton??

Ramon (TAWA) Ikaw gud sweetheart...Sigurado, mas maupay an aton panginabuhi kon paplanuhon ta an aton pamilya...

Joyce Amo ito iton akon bana... Diri la hinarabaho, kundi, baltok pa!!

Ramon Siyempre...kinahanglan unahon naton an aton pamilya, antis han aton mga kalugaringon... panumdum, kita iton nagbubuot hiton aton kinabuhi...Makabulig ha aton an modern family planning methods.

V.O. Para hin dugang nga impormasyon han modern family planning methods, bisita ha pinakahirani nga health center. An mag-tiayon in kinahanglan nga kumunsulta para han sakto nga impormasyon ngan medical advice, antis gumamit hin hain man nga modern family planning method.

Ini nga pahinumdom in durot ha iyo han Commission on Population ngan han Coalition of Family Planning and Reproductive Health Advocates dinha ha rehiyon ocho.

Radio Spots in Family Planning for Cebu (Central Visayas, Region VII)

Radio Spot on Vasectomy

- Situation: *Two officemates relaxing at home of the older man, Dodong. His companion is Rudy. They are relaxing by singing with a magic sing (videoke). It is a typical urban community in Cebu and in other homes, there are small groups also singing.*
- Rudy: (nagkanta) “Dinhi sa pulang yuta
May tao nga ga hapa-hapa...”
- Dodong: Morag wa man kay gana mokanta karon, Pre.
- Rudy: Mabdos na sad si misis, Pre.
- Dodong: Wa diay mo nag-family planning?
- Rudy: Wa na mauso nako pre.
- Dodong: Nganong di man ka mosuway sa kondom o vasectomy?
- Rudy: Di’ ko uy, ingon sila di’ na mo strong si manoy. Mabayot ta ana Pre.
- Dodong: Kon unsa man kanang imong nabati, daku kanang sayop. Tan-awa ko, vasectomized man ko.
- Rudy: (nagkanta) Macho lalake pa gyud ‘ko
Gahi pang mga muscle ko
Lipay akong asawa
Kay dili na gyud siya mag puasa...
- Dodong: Nahatagan ko pa’g kaharuhay ang akong pamilya, happy pa gyud mi si misis.
- Tig-asoy: Para pa sa dugang impormasyon mahitungod sa vasectomy ug uban pang methods sa family planning, bisitaha ang Health Center. Ang magtiayon angay nga magpakonsulta sa usa ka health provider alang sa hustong impormasyon ug medical advice mahitungod sa vasectomy o ang paggamit sa ubang modern family planning method.
- Rider: Kini hatud kaninyo sa Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network ug sa National Federation of Barangay Health Workers.

Radio Spot on Tubal Ligation

- Situation: *Two women (Mary and Lucing) are relaxing while watching an early afternoon soap opera. Mary looks so tired after putting her three young children to sleep for their afternoon nap. This is her only time for herself.*
- Mary: Gikapoy na gyud ko ug pag-atiman sa akong tulo ka sipat nga mga anak.
- Lucing: Panahon na karon nga magplano kamo sa inyong pamilya. Daghan kang kapilian sama sa pills, injectables, IUD, natural family planning ug tubal ligation.
- Mary: Pero Mare matud nila kung magpaligate ka mawad-an ka'g gana sa sex ug kon dili mo-agresibo ka.
- Lucing: Dako kanang sayop uy, nia akong amiga sa National Confederation of Barangay Health Workers, ligated ug malipayon siya sa iyang kinabuhi karon.
- Linda: Ako si Linda Abadiano, ligated b'ya ko sa eded nga biente-nueve (29), sa akong pangidaron karon himsog ang akong panglawas, ug maanindot ang sexual kong relasyon sa akong bana. Garbo kong nakapahuman sa akong mga anak sa kolehiyo. Nakatabang kaayo og daku ang among pagplano sa pamilya, ug ang pagbaton og dyutay lang anak.
- Tig-asoy: Alang sa dugang impormasyon sa Tubal Ligation ug uban pang Modern Famiy Planning Methods, pangutana sa Barangay Health Center. Ang magtiayon angay nga magpakonsulta sa usa ka health provider alang sa hustong impormasyon ug medical advice mahitungod sa tubal ligation o ang paggamit sa ubang modern family planning method.
- Women: (singing over) "...mao nga magpakisayod'
- Rider: Kini hatud kaninyo sa Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network ug sa National Federation of Barangay Health Workers.

Radio Spot On Pills

Situation: *Husband and wife are watching a presentation of health workers in a rural community in Cebu as part of the fiesta celebration. The couple is obviously happy.*

Kababayan-an : (nagdungan ug kanta) “Adunay sugyot ang health worker nga unta kita magplano na, Condom, DMPA, Pills, NFP, IUD, mao nga magpakisayod...”

Bana : Matud pa sa uban ang pills kuno makalabad sa ulo, makasaputon. Ikaw, nag-pills man ka, gibati ka ba sad ug sama niini?

Asawa : Wa man.

Bana : Bitaw, wa ko makabantay nga nakahatag nimo og problema ang pills. Misamot ang imong katahum, kaparaygon ug kamapinanggaon.

Asawa : Ow, Mao ba.

Tig-asoy : Suma sa pagtuon ang pills luwas ug epektibo kon husto ang paggamit. Alang sa dugang impormasyon, adto sa Barangay Health Center ug magpakisayod.. Ang magtiayon angay nga magpakonsulta sa usa ka health provider alang sa hustong impormasyon ug medical advice mahitungod sa pills o ang paggamit sa ubang modern family planning method.

Women: (singing over) “...mao nga magpakisayod’

Rider: Kini hatud kaninyo sa Commission on Population, Cebu City United Vendors Association, Metro Cebu Advocacy Network ug sa National Federation of Barangay Health Workers.

INQUIRER

LIBRE

The best things in life are free



FEELING BORACAY

SA MGA may kaya, ang puting-buhangin ng Boracay sa Aklan ang tampok na destinasyon noong nakaraang Semana Santa. At para naman sa husto lang ang nakakayanan, Boracay na rin ang dating ng dalampasigan ng Manila Bay. Santambak ang naligo rito kahapon, huling araw ng mahabang holiday.

BYRON LIA

Ingat sa mga naka-motor

Pulis: Maraming kriminal gumamit ng motorsiklo

Ni Edson C. Tandoc Jr.

NAGBABALA kahapon ang pulis sa madla na mag-ingat sa magnanakaw, na kadalasang naka-motorsiklo, na bumibiktima sa mga kalalabas lang ng bangko at may dalang malaking halaga.

Maaring tinutulungan ang mga ito ng ilang kasabwat sa loob ng ilang bangko, ani Eastern Police District director Chief Supt. Charlemagne Alejandrino.

"To avoid intensified security in most banks, robbers now monitor customers withdrawing money and follow them after they leave," dagdag niya.

Maari umanong ito ang

nangyari sa nakawan sa Shaw Boulevard noong Martes ng tanghali. Sa insidente, inaresto ng pulis ang dalawang magnanakaw na naka-motorsiklo. Bitbit ng mga lalaki ang P227,000 na kinuha nila nang pagbabarilin ang van na sinakyan ng isang empleyadong kalalabas lang ng Metrobank kung saan ito nag-withdraw.

Sinabi ni Pasig City Police Chief Senior Supt. Romeo Abaring na kasapi ang dalawa ng isang pangkat na may 10 katan, at kadalasang kriminalos ng dalawahang.

"The group is about three months old. They have preyed on victims in eastern Metro Manila and even in the province of Rizal," ani Abaring.

Q.

Labasan pa ba ako at mananatiling malakas kung magpa-vasectomy ako?

Oo, labasan ka pa at mananatiling malakas para magtrabaho pagkatapos ng vasectomy.

TEXT/CALL
FP HOTLINE
0917/0918
U-FAM-PLAN

Magtanong tungkol sa Family Planning:
0917-8326756
0918-8326756
Or call 522-0176

FIRST QUARTER REPORT (January to March 2006)
The Social Acceptance Project – Family Planning
Submitted by: Corporate Image Dimensions

I. SUMMARY OF ACCOMPLISHMENTS

For the period covered, CID continued with its regular activities and initiatives to include media monitoring, participation in TSAP-FP internal/regular meetings, communication and media support to TSAP-FP partner activities. Agency continued enhancing TSAP's relationship with the practicing media, which was done through regular meetings and media rounds discussing relevant and current issues that revolve around family planning and population management.

For this quarter, CID assisted and participated in TSAP-FP's media events. Specifically, CID covered the NACTODAP MOA signing as well as the NSV Festival in Laguna; organized a roundtable meeting with the lifestyle and entertainment media; and conducted the sessions on Quick Response and Media Training held in Antipolo and Davao City.

- A. On February 13, 2006, the National Confederation of Tricycle Operators and Drivers Association of the Philippines (NACTODAP) forged several partnerships with non-government organizations (NGOs) to help improve access to health services, particularly family planning services, for its more than three million members and their families. CID deployed a writer to cover the event and develop several news articles in reference to it.
- B. On February 23 and March 1-2, 2006, CID handled the sessions on Quick Response and How to Face the Media for the Satisfied Users and Acceptors Club members and FP Champions and advocates held in Antipolo and Davao respectively. Both activities served as venue for the FP champions and advocates to get themselves familiar with how the media works; develop accurate messages; and be oriented on how best to respond to crisis situations.
- C. On February 25, 2006, CID covered the celebration of No-Scalpel Vasectomy in Sta. Cruz, Laguna. NACTODAP in partnership with the Provincial Population Office of Laguna and Friendlycare Clinic, led the celebration of the said festival for the local tricycle drivers in the area. This was the first time an all-male family planning activity has happened in the province. The event commenced with a parade participated in by over 200 tricycle drivers carrying banners with their theme, "*Kalalakihan: Yes na! Sa Pagpapalano ng Pamilya.*" The article developed for this event generated a significant number of print and radio pick-ups.
- D. On March 3, 2006, CID organized a roundtable meeting between TSAP and the members of the lifestyle and entertainment media.

The meeting was intended to:

- Get better acquainted with the entertainment/lifestyle media and learn their attitudes toward family planning
- Give the media a brief orientation on what TSAP-FP is all about
- Explore the possibility of injecting family planning messages in their column/shows/programs whenever there is an opportunity

The media was quite receptive about the idea though no such commitment was formed. They however mentioned that should there be an opportunity, they can ask newly wed celebrity couples about the number of children they wish to have during an interview, and possibly publish it in their column, article or program.

CID continues to meet with the media on a regular basis to pitch TSAP-FP news releases. As a result of these media rounds, 67 pick-ups have been generated in both the print and broadcast media from January through March 2006.

Another notable result of the strong ties built between the media, the agency & TSAP's is the recent expression of intent of a certain councilor from the City of San Pablo Laguna to undergo No-Scalpel Vasectomy (NSV). The honorable councilor phoned Mr. Angelo Palmones during his Sunday program after the latter has made a report about the recent NSV Festival which took place in Sta. Cruz Laguna, where the lively Governor Teresita Lazaro, who is also supportive of the program, was present.

Upon speaking to the councilor and having learned about his desire to undergo NSV procedure, Mr. Palmones then referred him (the councilor) to CID for more details about the procedure and where he can possibly avail of the service. CID immediately responded by providing the councilor with the contact person & numbers of FriendlyCare and reported the same to AED for further assistance.

Apart from the above events, no other FP activity was mounted by TSAP-FP or its partners during this specific quarter. Nonetheless, issues monitoring and Crisis Response were given timely and appropriate attention.

Tally of FP Stories this quarter:

Total of FP related stories:	2,645 . Of which,
Positive stories:	406 or 15%
Negative stories:	78 or 3%
Neutral stories:	147
Reference:	2,041

II. DETAILED REPORT

For the Quarter covering the period of October to December 2005, the team undertook the following activities:

A. Media Monitoring/Content Analysis

1. Monitoring coverage and methodology

- On a daily basis, eight (8) broadsheets and ten (10) tabloids were scanned for FP related stories;
- On a weekly and monthly basis, magazines were also scanned for relevant stories;
- Radio and TV were also monitored daily but on a selective basis, (Top two stations; ABS-CBN 2 & GMA 7 early evening and late evening news programs)
- For print media, a daily listing identifying the slant of the story, i.e. positive, negative or neutral was developed and implemented;
- For broadcast media, a dubbing system was undertaken to secure copies of important FP-related radio and TV programs.

Monitored media releases form part of a data bank, which serve as a basis for analysis of trends in media reporting/coverage vis-à-vis FP.

On a daily basis, CID submitted “*FP News @ A Glance*,” a news scan report which encapsulated major stories on family planning, reproductive health and population management and related topics published by the national broadsheets (8) and top three tabloids. The news scan is sent to the OPHN list serve/FP champions and partners of TSAP-FP. It aims to be a major reference among FP and population management practitioners. A compilation of the same report form part of the databank for analysis of trends in media reporting/coverage vis-à-vis FP and related issues. For the period covered, CID submitted a total of ninety (90) issues of *FP News @ a Glance*.

2. Monitoring results/Content Analysis – print

For the period covering 01 January to 31 March 2006, CID picked up **2645** FP-related stories. Of these articles, **406** were positive stories to include 67 TSAP-FP-influenced articles, **78** negative, **147** neutral and **2014** references.

Of the 2,645 articles monitored, **1008** (or 38 percent) fell under the category of Family Planning, **28** (or 1 percent) on Adolescent Reproductive Health, **705** (or 27 percent) under Population and Development Issues, and the remaining **904** (or 34 percent) were on HIV/AIDS, VAW, etc.

The ratio of favorable vs. negative stories remained or almost the same at 5.4:1 for the last quarter and 5.2:1 for this quarter. Despite this, negative articles have been consistently low. This reflects the increasing number of family planning advocates and supporters who continued to undertake FP related initiatives in their respective areas which were picked up by media.

A separate Media Content Analysis report is submitted to TSAP-FP on a monthly basis. The report contains relevant information on the following:

- What people are saying vis-à-vis Family planning and population management
- What specific subjects are being talked about –informed choice, FP methods, population and development, population and poverty, etc.
- Messages conveyed by the media
- Profile of people talking about the issue (influential, policy-makers, opinion-makers, journalists, general public)
- Number of people/organizations talking positively/negatively about FP
- Increase in the number of positive versus negative stories

3. Monitoring Summary – Broadcast

- a. Station DZMM
Program: Love Lines
Host: Joey Galvez
Timeslot: 2:00-4:00am

Month	TRT	Media Value
January	240mins	3,703,680.00
February	240mins	3,703,680.00
March	240mins	3,703,680.00
		<hr/> 11,111,040.00

4. Dubbed TV Materials

During the quarter, only 1 television material was dubbed and submitted to AED:

DATE	DESCRIPTION (TVC, Feature/Portion)	PROGRAM/SEGMENT	CHANNEL
Jan 28	Buhay Bata	Imbestigador	GMA-&

Since CID is not doing a complete monitoring of TV stations, it is assumed that there are more programs that featured FP topics but are not listed in this report.

B. Media Relations

CID pursued a pro-active media relations and PR program that resulted in **406** positive articles for the entire quarter. The stories were a composite of news releases on AED activities, print media pick-ups generated by radio commentaries, and direct coverage of TSAP-FP and its partners' programs and events.

1. Media Pick-ups generated

Print pick-ups:

January:

- Jan 2, Tumbok, p2, 87-M pinoy sa 206 posible – popcom
- Jan 2, Balita, p2, Populasyon ng Pinas, aabot na sa 87 milyon
- Jan 2, PS Ngayon, p1, Populasyon aabot ng 87 milyon
- Jan 2, Police Files, p2, Pinoy aabot sa 87 milyon ngayong 2006
- Jan 10, PDI, pB1, USAID assistance to RP 204-2006 (in million US dollars)
- Jan 19, BusinessMirror, pD4, Studies suggest the pill prevents osteoporosis, colorectal cancer
- Jan 19, Mindanao Daily Mirror, p11, Just for fun
- Jan 31, Mindanao Times, p4, Fatwa on RH endorsed

February:

- Feb 8, Sunstar p10, Popcom turns to chat groups for family planning campaign
- Feb 8, Freeman p10, NGO, vendors launch program to correct myths on birth control
- Feb 8, Freeman p10, US eyes complete pullout of family planning subsidy
- Feb 8, Banat News Cebu p4, 9 Barangays chosen pilot area for family planning
- Feb 13, Mla Standard, A7, reproductive health policy needed
- Feb 14, Phil Star, p4, Pinoys can opt for 4 methods of family planning – Popcom
- Feb 14, Mla Standard, pA3, youths getting hotter and wilder

- Feb 22, Mla Standard, p2, protestants endorse family planning
- Feb 23, Mindanao Daily Mirror, p21, LGUs duty bound to promote RH/FP
- Feb 23, PDI, pA12, Legislate national policy on AIDS
- Feb 24, Balita, p11, Mga pinay, handang gumastos para sa family planning
- Feb 24, BusinessWorld, pS3/10, women willing to spend on family planning
- Feb 28, Mla Standard, pB7, US turns over wharf to Basilan

March:

- Mar 2, Bandera p13, Kababaihan handang gastusan ang family planning
- Mar 2, Abante, p6, Mga kababaihan handang gastusan ang family planning
- Mar 9, PS Ngayon, p12, Mga kababaihan handang gastusan ang family planning
- Mar 19, People's Tonight, p7, DSWD head favors family planning to achieve reforms
- Mar 20, Remate, p2, Kababaihan handang gastusan ang family planning
- Mar 24, Taliba, p9, Kababaihan handang gastusan ang family planning
- Mar 10, Tempo, p5, Vasectomy festival kicks off in Laguna
- Mar 13, Abante Tonite, p5, Laguna trike drivers, Yes na sa Vasectomy
- Mar 21, Mla Times, pC3, Laguna trike drivers, Yes na sa Vasectomy
- Mar 25, Bandera, p13, Laguna trike drivers, say yes to Vasectomy
- Mar 27, Taliba, p9, Laguna trike drivers, Yes na sa Vasectomy
- Mar 27, Tanod, p9, Trike drivers, Yes na sa Vasectomy
- Mar 2, Remate, p3, Drivers lalarga sa family planning
- Mar 2, Bulletin, pB9, Trike drivers forge partnership with NGOs for health services
- Mar 4, Mla Standard, pA6, Transport group forges pact with FPOP
- Mar 4, Bandera, p13, Trike drivers lalarga na para sa family planning
- Mar 5, People's Tonight, p13, Trike drivers newest expedition
- Mar 12, Taliba, p9, Kasunduan para sa kapakanan ng NACTODAP members
- Mar 14, Phil Star, p10, Celebrating (s)heroes
- Mar 20, Bulletin, pF4, Islamic edict on family planning gains acceptance
- Mar 4, Mla Standard, pA6, US officials meet LGU executives
- Mar 8, Mla Standard, pA4, ECOP warns of baby boom
- Mar 8, Sunstar Cebu A11, Lack of support stalls program on family planning
- Mar 9, Business Mirror, pA5, Congress pressed to pass reproductive health bill
- Mar 9, Phil Star, p1, bill seeks to curb sexual promiscuity among youths
- Mar 9, Bulletin, pB2, ECOP vows to step up initiatives in population management in 2006
- Mar 10, Banat, Popcom maningkamot bisan wa nay USAID
- Mar 10, Bulletin, p7, solons all out for population management bill
- Mar 11, Tribune, p8, ECOP voices concern over runaway population
- Mar 11, Malaya, pB16, understanding parenthood
- Mar 12, Mla Times, pC2, ECOP to step up initiatives to advance well-being of workers
- Mar 14, Bworld, pS2/8, Popcom calls for responsible parenthood
- Mar 14, Phil Star, pD5, Popcom chief Tomas Osias: more responsible parents, less poverty
- Mar 14, BusinessMirror, pA4, Family planning debate
- Mar 16, Mindanao Times, p2, Popcom to hold forum on population management

- Mar 17, Sunstar Davao, p3, Popcom 11 sets kapihan with media on March 21
- Mar 24, Mindanao Times, p2, natural family planning campaign heightened
- Mar 24, Mindanao Daily Mirror, p16, FP updates
- Mar 27, Mindanao Times, p2, Proponents launch signature campaign for population bill

Radio/TV pick-ups:

February:

- Feb 22, DZMM, Kababaihan handang gastusan ang family planning
- Feb 25, DZBB, Segment on FP/Population

March:

- Mar 3, DZMM, Trike drivers lalarga na para sa family planning
- Mar 11, DZMM, Laguna trike drivers, yes na! Sa vasectomy
- Mar 12, DZMM, Laguna trike drivers, yes na! Sa vasectomy
- Mar, DZMM, Interview with Tomas Osias on Population management

C. Issues Management and Quick Response

For this quarter, the team has not encountered a crisis-potential story.

D. Projects

CID participated in the following TSAP-FP and its partners' activities:

Month of January:

- Regular AED Staff Meeting (every Monday)
- Monthly CTO Meeting

Month of February:

- Regular AED Staff Meeting (every Monday)
- Monthly CTO Meeting
- NACTODAP MOA Signing
- NSV Festival in Sta Cruz Laguna
- Media Training in Antipolo

Month of March:

- Regular AED Staff Meeting
- Monthly CTO Meeting
- Quick Response Workshop in Davao

III. PLANNED PROGRAM OBJECTIVES/ACTIVITIES FOR NEXT QUARTER

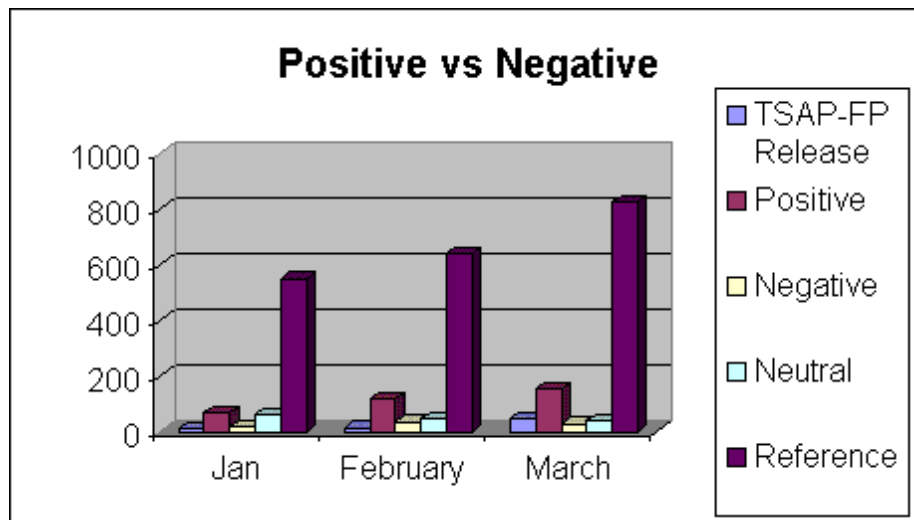
Below is a list of activities for the first quarter of the option year:

- Media Monitoring & Content Analysis
- Pro-active PR
- Regular meetings with media allies
- CID regular internal status meeting
- Coordination and support for TSAP-FP and its partners' activities

Annex 1: Media Monitoring

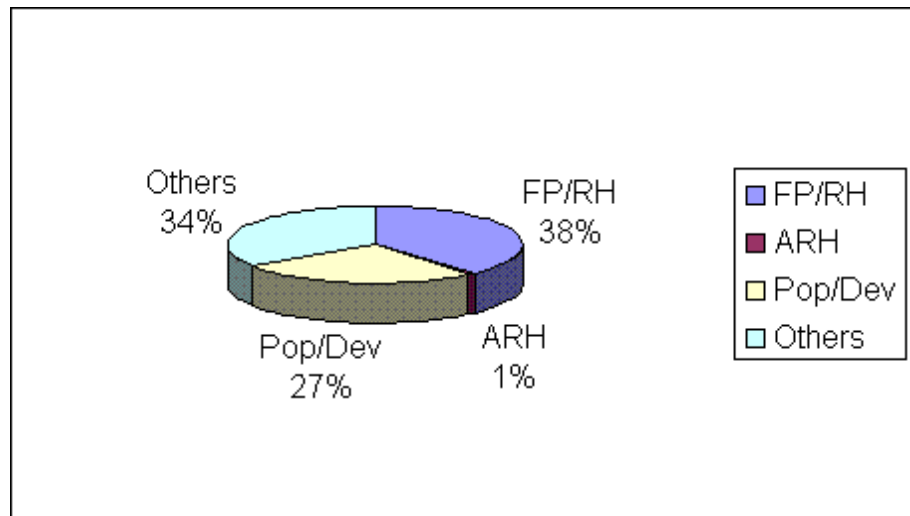
Month	TSAP-FP Release	Positive	Negative	Neutral	Reference	total
Jan	9	67	15	61	550	702
February	14	119	35	46	639	853
March	44	153	28	40	825	1090
	67	339	78	147	2014	2645

406



		TSAP-FP	Positive	Negative	Neutral	Reference	Total
January	FP/RH	4	46	15	21	198	284
	ARH	1	7	0	1	0	9
	Pop/Dev	4	14	0	39	137	194
	Others	0	0	0	0	215	215
		9	67	15	61	550	702
February	FP/RH	12	73	31	13	202	331
	ARH	1	7	0	1	3	12
	Pop/Dev	1	39	4	32	174	250
	Others	0	0	0	0	260	260
		14	119	35	46	639	853
March	FP/RH	37	107	13	19	217	393
	ARH	0	4	0	1	2	7
	Pop/Dev	7	42	15	20	177	261
	Others	0	0	0	0	429	429
		44	153	28	40	825	1090

Topic	Jan	Feb	Mar	Total
FP/RH	284	331	393	1008
ARH	9	12	7	28
Pop/Dev	194	250	261	705
Others	215	260	429	904
	702	853	1090	2645



Annex 2: Print Media Pick Ups

ARTICLE	PUBLICATION	PAGE	DATE	MEDIA VALUE
Kababaihan handang gastusan ang family planning	Bandera	13	2-Mar-06	13,000
Mga kababaihan handang gastusan ang family planning	Abante	6	March 2, 2006	5,625
Mga kababaihan handang gastusan ang family planning	PS Ngayon	12	March 9, 2006	9,450
DSWD head favors family planning to achieve reforms	People's Tonight	7	March 19, 2006	12,100
Kababaihan handang gastusan ang family planning	Remate	2	March 20, 2006	16,500
Kababaihan handang gumastos sa Family Planning	Taliba	9	March 24, 2006	
Vasectomy festival kicks off in Laguna	Tempo	5	March 10, 2006	5,000
Laguna trike drivers, Yes na sa Vasectomy	Abante Tonite	5	March 13, 2006	7,000
Laguna trike drivers say yes vasectomy	Manila Times	C3	March 21, 2006	11,563
Laguna trike drivers, Yes na! sa Vasectomy	Bandera	13	March 25, 2006	14,000
Laguna trike drivers, Yes na! Sa Vasectomy	Taliba	9	March 27, 2006	6,750
Trike drivers yes na sa family planning	Tanod	9	March 27, 2006	7,150
Drivers lalarga sa family planning	Remate	3	March 2, 2006	8,400
Trike drivers forge partnership with NGOs for health services	Manila Bulletin	B9	March 2, 2006	63,937.50
Transport group forges pact with FPOP	Mla. Standard Today	A6	March 4, 2006	41,800
Trike drivers, lalarga na para sa family planning	Bandera	13	March 4, 2006	15,750
Trike drivers' newest expedition	People's Tonight	13	March 5, 2006	9,000
Kasunduan para sa kapakanan ng NACTODAP members	Taliba	9	March 12, 2006	7,200
Celebrating (s)heroes	Philippine Star	10	March 14, 2006	66,825
Islamic edict on family planning gains acceptance	Manila Bulletin	F4	March 20, 2006	71,500
US officials meet LGU executives	Mla. Standard Today	A6	March 4, 2006	50,160
Ecop warns of baby boom	Mla.Standard Today	A4	March 8, 2006	67,925
Lack of support stalls program on family planning	SunStar Cebu	A11	March 8, 2006	
Congress pressed to pass reproductive health bill	Business Mirror	A5	March 9, 2006	36,960
Bill seeks to curb sexual promiscuity among youths	Philippine Star	1 & 4	March 9, 2006	75,802
ECOP vows to step up initiatives in population management in 2006	Manila Bulletin	B2	March 9, 2006	47,025
Solons all-out for population management bill	Manila Bulletin	7	March 10, 2006	96,800
Popcom maningkamot bisan wa nay USAID	Banat		March 10, 2006	
Ecop voices concern over runaway population	Daily Tribune	8	March 11, 2006	17,550
Understanding Parenthood	Malaya	B16	March 11, 2006	16,875
ECOP to step up initiatives to advance well-being of workers	Manila Times	C2	March 12-18, 2006	40,700
PopCom calls for responsible parenthood	Business World	S2/8	March 14, 2006	53,550
Popcom chief Tomas Osias: 'More responsible parents, less poverty'	Philippine Star	D5	March 14, 2006	86,130
Family planning debate intensifies	Business Mirror	A4	March 14, 2006	
POPCOM to hold forum on population management	Mindanao Times	2	March 16, 2006	

POPCOM 11 sets 'kapihan' with meeting on March 21	SunStar Davao	3	March 17, 2006
Popcom yields to traditional methods	Business Mirror	A5	March 24-25
Natural family planning campaign heightened	Mindanao Times	2	March 24, 2006
FP updates	Mindanao Daily Mirror	16	March 24, 2006
Proponents launch signature campaign for population bill	Mindanao Times	2	March 27, 2006

982,027

total MV

ARTICLE	PUBLICATION	PAGE	DATE	MEDIA VALUE
87-M pinoy sa 2006 posible - POPCOM	Tumbok	2	2-Jan-06	3,150
Populasyon ng 'Pinas, aabot na sa 87 milyon	Balita	2	2-Jan-06	7,500
Populasyon aabot ng 87-milyon	PS Ngayon	1	2-Jan-06	22,500
Pinoy aabot sa 87 milyon ngayong 2006	Police Files	2	2-Jan-06	5,625
USAID Assistance to RP 2004-2006 (in million US dollars)	Phil. Daily Inquirer	B1	10-Jan-06	60,087.50
Studies suggest the pill prevents osteoporosis, colorectal cancer	Business Mirror	D4	19-Jan-06	34,510
Just for fun	Mindanao Daily Mirror	11	19-Jan-06	0
fatwah on RH endorsed	Mindanao Times	4	31-Jan-06	0

133,373

total MV

ARTICLE	PUBLICATION	PAGE	DATE	MEDIA VALUE
POPCOM turns to chat groups for family planning campaign	SunStar	A10	8-Feb-06	0
NGO, vendors launch program to correct myths on birth control	Freeman	10	8-Feb-06	0
US eyes complete pullout of family planning subsidy	Freeman	10	8-Feb-06	0
9 barangays chosen pilot area for family planning	Banat News Cebu	4	8-Feb-06	0
Reproductive health policy needed	Manila Standard Today	A7	13-Feb-06	36,366
Pinoys can opt for 4 methods of family planning - Popcom	Philippine Star	4	14-Feb-06	70,200
Youths getting 'hotter and wilder'	Manila Standard Today	A3	14-Feb-06	104,500
Protestants endorse family planning	Manila Standard Today	2	22-Feb-06	165,110
LGUs duty bound to promote RH/FP	Mindanao Daily Mirror	21	23-Feb-06	0
Legislate national policy on AIDS	Philippine Daily Inquirer	A12	23-Feb-06	59,400
Mga Pinay, handang gumastos para sa family planning	Balita	11	24-Feb-06	10,800
Women willing to spend on family planning	Business World	S3/10	24-Feb-06	85,050
US turns over wharf to Basilan	Mla. Standard Today	B7	28-Feb-06	46,084.50

577,511

total MV

Annex 3: Broadcast Media Pick Ups

TOPIC	STATION	TRT	DATE	MEDIA VALUE
Segment on FP/Population	DZBB	22:13	Feb 25, 2006	110,289.60
Kababaihan handang gastusan ang family planning	DZMM	2:28	Feb 22, 2006	
Trike drivers lalarga na para sa Family Planning	DZMM	2:52	March 3, 2006	
Laguna trike drivers, Yes Na! Sa Vasectomy	DZMM		March 11, 2006	
Laguna trike drivers, Yes Na! Sa Vasectomy	DZMM	40secs	March 12, 2006	
Interview with Dir. Tom Osias on Pop Management	DZMM			

MEMORANDUM OF UNDERSTANDING

This Memorandum Of Understanding made and entered into between:

The **FriendlyCare Foundation Inc.**, a non-government entity duly established under Philippine Laws with offices located at the 710 Shaw Blvd, Mandaluyong City, represented by its President & Chief Executive Officer, **MRS. LENI V. CUESTA**, hereinafter referred to as **FRIENDLYCARE**:

and

The **National Confederation of Tricycle Operators and Drivers Association of the Philippines**, a non-stock, non-profit transport organization with office address at 3rd floor Aniger Building, Magallanes interchange, Barangay Bangkal, Makati City, represented by its President **MR. ARIEL P. LIM**, hereinafter referred to as **NACTODAP**.

WITNESSETH:

WHEREAS, one of the elements of reproductive health under the Philippine Population Management Program is male involvement in reproductive health following our country's commitments in the International Conference on Population and Development (ICPD);

WHEREAS, prior to ICPD, the population field tended to focus almost exclusively on the fertility behavior/needs of women, undermining men's important role in reproductive health and family planning though they were found to be the decision-makers in FP method use and in number of children based on studies conducted in the country;

WHEREAS, **NACTODAP** one of the biggest male-organization with almost 3,000,000 members in the whole country and **FRIENDLYCARE** with its seven (7) clinics nationwide that provides affordable quality health care services, agrees to undertake the promotion of involvement in reproductive health (RH) of males as FP motivators and advocates to their peers, and as responsible father and husband in the sphere of childbearing, fertility regulation, childrearing and care as well as in the management of the household;

WHEREAS, this undertaking is envisioned to contribute to the improvement of the over-all health, responsibility and well being of couples, children and family as a whole through the attainment of their reproductive goal.

WHEREAS, both **FRIENDLYCARE** and **NACTODAP**, have agreed to a mutually beneficial undertaking by strengthening its referral network for FP and other health services;

NOW THEREFORE, for and in consideration of the foregoing premises **FRIENDLYCARE** and **NACTODAP** hereby adhere to the following duties and responsibilities:

L. V. Cuesta

NACTODAP shall:

1. Conduct FP orientation/discussion among peers during regular NACTODAP general meetings, assemblies, gatherings;
2. Motivate other peers and passengers to practice family planning;
3. Refer members and member families to identified FriendlyCare clinics as appropriate and where applicable;
4. Disseminate and post FriendlyCare materials on tricycles in identified NACTODAP areas as appropriate and where applicable;
5. Provide a report of FP referrals generated in identified FriendlyCare clinics quarterly;

FRIENDLYCARE shall:

1. Provide directory of FriendlyCare clinics nationwide and menu of health services available in each clinic to NACTODAP;
2. Coordinate with Regional NACTODAP leaders for conduct of local NACTODAP activities like FP chat groups, general meetings/assemblies, and special events, and provide resource persons/speakers on FP and other health topics as necessary and applicable;
3. Provide discounts for NACTODAP members and member families for agreed upon FP and health services deemed appropriate and applicable;
4. Share report of FP and other referrals for services made by NACTODAP to Regional NACTODAP Coordinators and Offices.

IN WITNESS WHEREOF, both **FRIENDLYCARE** and **NACTODAP** have signed this Memorandum of Understanding on this ____ day of _____ 2006 in _____, Metro Manila.

FRIENDLYCARE FOUNDATION, INC.:

NACTODAP:



LENI V. CUESTA
President & CEO




ARIEL P. LIM
President

SIGNED IN THE PRESENCE OF:



GREGORIO A. ORTILE
Chief Operating Officer



JOSE JUSTO
Executive Director

SUMMARY OF FP MOTIVATION TRAININGS CONDUCTED DURING
TSAP-FP's OPTION YEAR
September 2005 to March 2006

Dates	TSAP-FP partner involved	# of community or sectoral leaders attended the training	# of health providers attended the training	TOTAL # pax
2005				
Sept 13-16, 2005	Satisfied FP Acceptors Club (SUAC) - NCR	20 SUAC, BSPOs and Family Health Workers from Marikina and San Juan	12 midwife, nurse and population program worker from City Health Office of Marikina and Population Office of San Juan	32
Sept 20-23, 2005	Satisfied FP Acceptors Club (SUAC) - NCR	21 FP acceptors and BHWs from Makati and Caloocan	12 midwife and nurse from City Health Offices of Makati and Caloocan	33

Dates	TSAP-FP partner involved	# of community or sectoral leaders attended the training	# of health providers attended the training	TOTAL # pax
Sept 20-23, 2005	Muaddil Amanah, a local NGO in Basilan	9 - 5 aleemas, 4 Ustadz	10: 3 nurses, 7 midwife	19
Sept 27-30, 2005	SOFDEPI and POM-Mucard, local NGOs in Maguindanao and Lanao del Sur	26 Muslim community leaders i.e. BHWs, aleema and Ustadz from Lanao del Sur and Maguindanao	5 Muslim nurse and midwives from Maguindanao	31
Oct 4-7, 2005	NACTODAP	26 TODA leaders from NCR, Pampanga, Laguna, Bulacan and Bicol	8 nurses and midwives from FriendlyCare, Well Family Midwife - Luisiana, Laguna, CHO Angeles City, PHO Albay and PHO Camarines Norte	32

Dates	TSAP-FP partner involved	# of community or sectoral leaders attended the training	# of health providers attended the training	TOTAL # pax
Oct 11-14, 2005	NACTODAP Leaders and NAGPAKABA NA Foundation, Inc.	27 - 22 TODA leaders from Metro Cebu and Samar Leyte, 4 Bisayang Maginoo Club members (NSV acceptors) and 1 Mr GAD core group member from Leyte	6 nurses, midwives and population workers FriendlyCare, Sacred Heart FP/RH Clinic, Vicente Sotto Medical Center FP Clinic, Well Family Clinic Tacloban, FPOP Catbalogan and Private Midwife from McArthur, Leyte	33
Oct 11-14, 2005	BiRHA	22 baranggay health workers, baranggay service point officers, women community health volunteers for an NGO project from Naga, Legazpi and Tabaco	6 nurse and midwives from the Naga, Legazpi and Tabaco Health Office	28
Oct 18-21, 2005	NACTODAP	20 TODA leaders from Districts 1, 2 & 3 of Davao City	7 nurse, midwives and population workers from Davao City Health Office, FriendlyCare, FPOP	27

Dates	TSAP-FP partner involved	# of community or sectoral leaders attended the training	# of health providers attended the training	TOTAL # pax
Nov 8-11, 2005	SAFE-FP	15 BHW and Kagawad for Health from Angeles City and Sn Fernando City	15 midwife and nurse from Angeles City and Sn Fernando City	30
Nov 8-11, 2005	Metro Cebu CAN	26 community leaders: BHWs, CNS, GAD focal person and Barangay Officials	9: 8 midwife and 1 nurse	35
Nov 22-24, 2005	Davao Islamic Center	10 – 7 aleema and 3 MRLs	10 midwives	20
2006				
Jan 31 to Feb 4, 2006	COFPRHA 8	31- 16 BSPO, 6 FPOP staff/volunteers 3 PSWDO staff, 3 PPO staff, 1 MPO staff, 1 POPCOM staff	2 Municipal Health Office staff	33 2 M 31 F
March 2-4, 2006	Kaugmaon Center for Children's Concerns	49 – 25 are women leaders of KNBL, 24 are youth peer educators and CBDs	9 health providers – nurses and midwives from Davao City Health Office, FPOP and private - WFMC	58 12 M 36 F
March 14-16, 2006	SAFE-FP	11 - community motivators (Brgy. Kagawads, and IMA comm. Organizers)	17	28 3 M 25 F
TOTAL of 14 trainings		302 community leaders	111 health providers	413

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The Family Planning
Spokesperson's Kit

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The Family Planning Spokesperson's Kit



USAID
FROM THE AMERICAN PEOPLE



THE SOCIAL
ACCEPTANCE
PROJECT
FAMILY PLANNING

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About the Family Planning Spokesperson's Kit

Welcome to your **Family Planning Spokesperson's Kit (FPKit)!**

The **FPKit** is your all-in-one reference set to help make your work as easy and enjoyable. The latest research and statistics have been compiled in this **FPKit** for your convenience. Specifically, you can use this reference set to:

- > Make speeches
- > Give presentations
- > Write articles
- > Develop IEC materials
- > Speak in front of the media, and
- > Conduct campaigns and other activities

The information is divided into four parts to help you quickly access your specific needs:

- **FP FOCUS** - Useful for making compelling speeches and smart presentations for specific audiences. There are five focus audiences to choose from: Informal Sector, Christian, Muslim, Male Involvement, and Labor.
- **FP METHODS** - A 'quick look' reference of modern family planning methods to help you give accurate information to your audience. Each method contains a short introduction, their benefits as well as risks, and a 'fact versus myth' table.
- **FACTSHEETS** - The latest statistics to give your presentations a sharp edge and polish. The set contains five factsheets on: Contraceptive Use, Fertility, Population and Health, Population Size and Growth Rate, and Poverty.
- **QUICK TIPS AND GUIDES** - Easy-to-follow tips and guides on conducting campaigns and giving presentations. Find the following guides: Key Steps To Implement A Campaign To Inform Influentials For Strategic Policymaking, and How To Get Your Message Across.
- **CD** - Contains several topics in PowerPoint to enhance your visual delivery to make it more exciting. It also contains an electronic version of the **FPKit** should you need to reproduce portions of the kit for your respective audiences.

The **FPKit** package was organized in such a way that you would see what you need at a glance. Each set has been 'coded' so that even if you shuffle your materials, you would have an easy time organizing them back when you return it in your **FPKit**.

Please remember to tell us how this material has helped you with your activities. Your suggestions to improve this kit are also welcome. Email us at **The Social Acceptance Project Family Planning** at:

tsapfp@aed.org.ph

Good luck with your Activities!

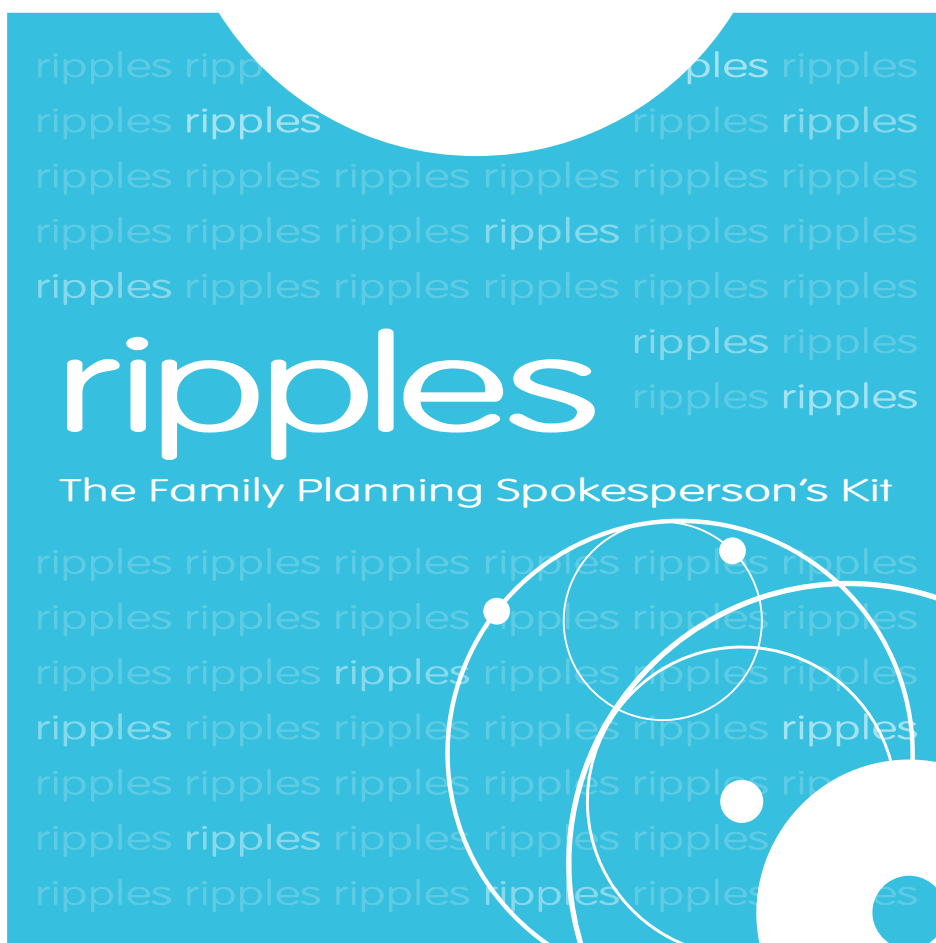
FOREWORD

The wealth of information contained in the kit will surely enable those who are interested in the RH/FP advocacy to effectively carry out the task. The precise information contained in the kit will equip them with up-to-date information that can add authority to their messages.

The Philippine family planning program needs wider support and acceptance from all sectors. It's about time that other stakeholders speak about the tremendous benefits that modern family planning can bring into the lives of those who practice it, their families, and their communities.

TOMAS M. OSIAS
Executive Director
Commission on Population







Eden swatted a fly with her fan and sighed. It had been a slow day. Nobody was interested in buying her kakanin (sticky rice cakes). People were tightening their belts more than ever, what with the recent increases in jeepney fares and the price of food.

She looked at Lisa, her eldest, who was selling cigarettes and candies further along the street. She had hoped that her daughter would be able to go to college and have a better life than hers. She had big dreams for her Lisa, who was an honor student when she was in elementary school. Eden imagined Lisa owning a big store or going abroad. But they simply could not afford it. If Lisa were to go for further schooling, the tuition would cost as much as the cost of feeding her other siblings. Eden and her husband Caloy had six more children, and he earns even less driving a pedicab.

Eden hates the lack of security of their livelihood. Sure, they were better off than most – they earned what their family needed each day. Although on the days when the police would come along, she and the other ambulant vendors would have to make a run for it, or else lose their meager goods. She shivered, remembering how one time she was caught off-guard. She cried so hard when her table and all her kakanin flew to the ground. She had to borrow from an usurer to raise the money to start all over again, and it took a long time to finish paying off that loan.

She loves her children, but she's sad that their lives will be as hard as hers and her husband's. It is because of them that she often wishes they had used family planning and made sure they had enough money to make their lives better.



We all want better lives for ourselves, education and decent jobs for our children, and security for our families.

However, we often stop at wishing for all good things to happen. Dreams will only come true if we make plans and take actions to achieve them. An important step toward a better family life is making informed decisions about our lives and our families. Modern family planning allows us to have children when we are physically, emotionally, and financially ready.

KEY MESSAGES

- *Modern family planning helps families raise their standard of living.*
- *Having a small family makes it easier for parents to provide for the education of their children. Educated children have better career opportunities when they grow up.*
- *Modern family planning helps make women and children become healthier.*

CALLS TO ACTION

- **For Informal Sector Workers:**
 - Practice modern family planning to improve the quality of your personal and family life.
- **For Informal Sector Leaders:**
 - Educate workers in your sector about the benefits they can gain from modern family planning.
 - Provide them with information about where to obtain modern family planning services.
 - Ask other community leaders to support modern family planning programs and services.

SUPPORTING MESSAGES

1. *Modern family planning helps families improve their welfare and raise their standard of living.*

- ▶ Having a smaller family means sharing the family's income among fewer people. This means being able to invest more in the health, nutrition, education, and other basic necessities of each family member. The emotional stress and health problems of parents who have families that are too large can result in their inability to achieve high levels of productivity in the workplace.
- ▶ Preventing unwanted pregnancies and additional childcare allows women to have better control of their time, which they can use to improve their skills, find gainful employment, and help families earn more money and save for the future.
- ▶ Smaller families can save more than larger families. A family of six saves P1,371 per year, whereas families of four save more than double that amount (P2,950). ^(PNSO 2000 FIES)
- ▶ Modern family planning helps to ensure that each pregnancy is healthy and a cause for celebration. Individuals and couples can avoid the stress of dealing with an unwanted or unplanned pregnancy. They have more time and energy to devote to the care of their children and their partner.

2. *Having a small family makes it easier for parents to provide for the education of their children. Educated children get better paying jobs as adults.*

- ▶ Studies reveal that as the number of children in a family increases, child labor rises and school attendance falls. ^(PNSO 2000 FIES) Therefore, limiting family size or properly spacing births means that family members, especially children, have a greater opportunity to achieve higher education, acquire training and develop skills. This in turn means that they will have better job opportunities in the future, thus helping end the cycle of poverty.
- ▶ Malnourishment among children leads to stunted growth, slower mental development, and therefore poor school performance. Having fewer and therefore better nourished children increases their chances to do well in school.

3. *Modern family planning helps make women and children become healthier.*

- ▶ A woman's body needs at least three years to recover fully from pregnancy and childbirth. If a woman becomes pregnant before she is fully recovered, there is a higher chance that her new baby will be born too early or will be underweight. Compared to babies of normal weight, low birth weight babies are more likely to be sick and malnourished and are four times more likely to die in the first year of life.
- ▶ Through modern family planning, women are able to avoid high-risk pregnancies that can put their lives and health in danger. Over 60% of pregnancies in the Philippines are considered high-risk because the women are either too young (less than 18 years old), too old (more than 35 years old), have had four or more pregnancies, have had too close or unspaced pregnancies (less than three years apart), or are currently ill. ^(POPCOM SPPR 2000)
- ▶ Every day about 152 infants under 1 year of age die due to health risks tied to poor nutrition and high-risk pregnancies. Risk of dying and illness persist until they are 5 years old. ^(PNSO 2003 NDHS) Couples can reduce their children's health risks by spacing birth. Children who are born within 17 months after the preceding birth are about twice as likely to die before age 5 as those born 36-47 months after the preceding child. Children are also 20% more likely to survive if their mother is at least 18 years old.

(Population Report July 1994)



Rommel and Gina met in the electronics factory where they both worked. After two years and Rommel's promotion to supervisor, they decided to get married. Within three years they had two children. After another year, Gina gave birth to twins, and before they could even finish paying those hospital bills, they had another child in a year's time.

Rommel and Gina loved children and were both happy with each child's arrival. However, due to the high costs of providing for five small children and an aunt who lived with them, Rommel had to put in more time at work. Gina, despite the full time job of taking care of five children, kept thinking of ways to augment their income.

Rommel had been planning to take up additional training and apply for a higher position. However, he used up the money he had saved for training school when Gina gave birth to the twins. He tries very hard not to feel demoralized every time he looks at the office that could have been his, if only he had completed that training.

The lack of time for recreation made Rommel increasingly irritable. He lost the election for union president because he had made some 'enemies' with his fits of temper. Gina began to resent his extended work hours as well. They began to fight over little things. Rommel got depressed at the thought of working so hard and still barely meeting the needs of his children. He began to get sick more often and started to slip at work. One time, he had to stay in bed for three days. He had already used up his leave credits and lost three days' pay as a consequence.

Sometimes, Rommel looks at Gina and wonders how they got to where they are today. What a far cry from the dreams they used to have before they were married. They could have planned things better.



We all want good health, good jobs, and security for ourselves and our family. But these things do not merely happen by chance or fate – we need to set goals and take actions to achieve them. A well planned family helps parents pursue better training and employment. Modern family planning can help working people improve the quality of their life and health, by spacing or limiting their number of children.

KEY MESSAGES

- ▶ *Modern family planning helps promote the harmony of life and work among workers.*
- ▶ *Modern family planning helps families improve their welfare and raise their standard of living.*
- ▶ *Modern family planning helps men and women achieve their personal and career aspirations.*

CALLS TO ACTION

- ▶ **For Workers:**
 - Practice modern family planning to achieve your career plans and improve your family's lives.
- ▶ **For Labor Union Leaders:**
 - Make modern family planning part of your collective bargaining agreements.
 - Speak about the importance of modern family planning to your union members.
 - Provide your union members with information about where to obtain modern family planning services.

► **For Business/Factory Owners:**

- Support modern family planning in the collective bargaining agreements of labor unions.
- Educate your employees about the benefits of modern family planning.
- Provide modern family planning services and/or referrals to your employees.

SUPPORTING MESSAGES

1. *Modern family planning helps promote the harmony of life and work among workers.*

- Using modern family planning methods can help couples balance their responsibilities at work and at home and achieve their personal goals. By being able to plan for and space pregnancies, couples can adequately prepare for the arrival of a new child emotionally and financially. With fewer children, parents can spend more time caring for each child without compromising their responsibilities at work and their pursuit of further education and training.
- Having more children than parents can provide for means the family survives on less money. If that is not possible, the parents must find additional work, which has a toll on their physical and emotional health. Modern family planning methods help couples provide for the needs of their children and preserve family harmony.
- Modern family planning also helps improve the mother's physical and emotional health by allowing her enough time to fully recover from pregnancy, restore her health, and care for her baby before she gets pregnant again.

2. *Modern family planning helps families improve their welfare and raise their standard of living.*

- More children means greater costs for parents, which means they need to earn more money. A family's ability to save is reduced as the family size increases. This results in greater vulnerability to poverty.
- Modern family planning helps families raise their standard of living because they only have the number of children that they can afford to take care of. As such, they will have more time for child care and enough savings for their children's education and health.

3. *Modern family planning helps men and women achieve their personal and career aspirations.*

- Modern family planning empowers women, allowing them control of their bodies and enabling them to be more in charge of their lives. By planning the spacing and number of children they will have, women can work and earn income for their family.
- Each additional child means a decline in the hours that a woman can work outside the home. (<http://www.fhi.org/en/RH/Pubs/wsp/fctshts/Philippines5.htm>) Career women may be forced to take lower paying jobs with hours more compatible with the demands of raising a family. Women with fewer children find it easier to juggle the demands of career and family.
- Job stability results in higher earning power for women: those who remained in the wage sector earned more per week and per hour than women who did piece work or who changed employment sectors. (<http://www.fhi.org/en/RH/Pubs/wsp/fctshts/Philippines5.htm>)



"What?! You're pregnant again? Why didn't you take any precautions?" Mario could feel his blood rush through his head upon being told by his wife, Jenny, of another pregnancy – her sixth. He had been steadily feeling the pressure of providing for a growing family since the birth of their fourth child. Jenny, who used to work before, had to quit work to take care of the children.

After giving birth to their third child, Jenny tried to convince Mario that they should use a family planning method. However, this only led to arguments with Mario over his refusal to try any type of method. He said that he would not have anything to do with drugs or methods that may interfere with his sex life.

But now, with the prospect of raising their sixth child, Mario can feel the pressure and wonders if things would have been different had he agreed to use a condom or to his wife's use of the pill. He has always prided himself on being a good father and provider. Now he looks at his bright beautiful children and wonders if he will be able to spend enough time getting to know each one or if he will be able to provide them with good food and education.

There are just so many things he is unsure of now.



Men care about the welfare of their partners and their families. However, having good intentions is not enough. Using modern family planning methods can help couples achieve their ideal family life. A planned family is more likely to be healthy, educated, and harmonious than an unplanned one.

KEY MESSAGES

- ▶ *Men have a key role in family planning.*
- ▶ *Men who practice modern family planning take good care of their families.*
- ▶ *Men's involvement in family planning brings tremendous benefits to their partners, their children, and themselves.*

CALLS TO ACTION

- ▶ **For Men:**
 - Use modern family planning methods to achieve your ideal family life.
 - Successful family planning requires cooperation and support between partners.
- ▶ **For Leaders of Men's Organizations:**
 - Talk to your members about the benefits they will get from modern family planning.
 - Encourage your members to discuss family planning with their partners.
 - Tell your members where to go for modern family planning services.

SUPPORTING MESSAGES

1. *Men have a key role in family planning.*

- ▶ The success of modern family planning methods requires the active participation and support of men. Condoms, when properly used, have a high rate of effectiveness. No-scalpel vasectomy is also a safe

and simple procedure with long-term benefits and no negative effects on sexual performance or pleasure. Men can also help other men improve their family life by encouraging them to use modern family planning methods.

- ▶ Men can get information and services at government health centers and private clinics such as FriendlyCare and Well-Family. These centers provide safe, effective, and affordable modern methods of family planning.
- ▶ Family planning requires teamwork to be successful. Couples have to agree on decisions about birth spacing, number of children, and type of method to use. These decisions will depend on their values and their future goals.

2. Men who practice modern family planning take good care of their families.

- ▶ Family planning helps men to become better husbands and fathers. Having a small family means having more time to know and care for one's wife and children.
- ▶ Having a small family means sharing the family's income among fewer people. This means having more money for food, education, clothing and other necessities for each member of the family. This ensures their welfare and a better quality of life for all.
- ▶ The practice of modern family planning is a way for men to express their concern and take responsibility for their families' futures.

3. Men's involvement in family planning brings tremendous benefits to their partners, their children, and themselves.

- ▶ An unwanted or mistimed pregnancy is stressful to all family members, but particularly to the parents. Making sure that a woman bears children only when she and her partner are ready physically, emotionally, and financially helps create a positive environment for everyone in the family.
- ▶ A woman's body needs at least three years to recover fully from pregnancy and childbirth. By practicing proper birth spacing, the risk to the mother's health is significantly reduced, giving her more time to regain her strength.
- ▶ Modern family planning promotes the health of children. Studies have shown that the risk of death for young children increases by about 50% if the space between births is less than three years. (Population Reports July 1994) Children born too close together do not usually develop optimally -- physically or mentally.
- ▶ When pregnancies are spaced at least three years apart, both mother and father will have more time for everyone in the family, as well as have more savings that can be used for other needs of the family. This can help maintain harmony in the home.
- ▶ Couples can enjoy a more pleasurable sexual relationship when anxiety and fear of mistimed pregnancies is greatly reduced. When a couple practices family planning, it shows that they are concerned for each other's well-being. This further strengthens their relationship and contributes to a more loving and emotionally satisfying sex life.
- ▶ Modern family planning methods, including surgical ones such as vasectomy, have no effect on sexual desire and pleasure.



Anna breaks down as she tells her friend Lily of being pregnant again. She recounts how difficult it already is to raise four children, even with her husband Jerry's pay as a call center agent. They are already at their wit's end trying to come up with their second-grade and third-grade children's tuition fees. And now they have to prepare for yet another child. Anna says she did not want to have any more children, but being a religious person, she felt she did not have any choice and that any form of contraception is against God's will.

Lily, who has two children, ages five and 10, explains that she too was raised in a strongly Catholic family but has been on the pill for a couple of years now. She says it is their belief in the Bible that led her and her husband, Mario, to take up a family planning method. She believes that God intends for everyone to have a quality life, and that this could be had with a smaller family. She tells Anna that having only two kids has enabled her and Mario to be better providers. In fact, they had been able to save up enough for their children's high school education already.



Many couples believe that children are a gift from God and that it is wrong to interfere with God's plans of blessing couples with children.

It is true that 'every good and perfect gift comes from above'^(James 1:17), but what we do with the gifts and how we care for them matter a lot in the eyes of the Creator. God's command to 'be fruitful and increase in number, and to fill the earth and subdue it'^(Genesis 1:28), does not mean mere multiplication or unbridled procreation. The command entails responsibility. Humankind has to ensure that as populations grow there will be sufficient resources to provide for their growing needs.

God-fearing couples honor God by taking responsibility for the size and welfare of their family. Jesus said, 'I have come that you might have life and have it to the full.'^(John 10:10) Planning one's family helps fulfill the promise of an abundant and full life.

KEY MESSAGES

- ▶ *God intends for people to have an abundant life. Having small families ensures a better quality of life with more resources and time available for everyone.*
- ▶ *Christian couples honor God by responsibly planning their families.*
- ▶ *God commands people to manage the earth, which we can do by having small families that use less of the earth's resources.*

CALLS TO ACTION

- ▶ **For Church Members:**
 - Practice modern family planning as a way to live an abundant life, honor God, and be a good steward of the earth.

► **For Church Leaders:**

- Promote modern family planning in your sermons and other church activities as a way for your congregation to honor God and be good stewards of the earth.

SUPPORTING MESSAGES

1. *God intends for people to have an abundant life. Having small families ensures a better quality of life with more resources and time available for everyone.*

- Smaller family size enables parents to provide for the full range of their child's needs, including spiritual, emotional, psychological, and financial needs. This ensures the child's proper growth and development.
- Modern family planning allows women and men to pursue meaningful careers and still have time to relax with their families.
- Planned families have more time and energy for spiritual and religious development, which contribute to emotional well-being.

2. *Christian couples honor God by responsibly planning their family.*

- Christianity emphasizes the importance of keeping the body healthy as a 'temple of God.' (I Corinthians 6: 19-20) Family planning is harmonious with good stewardship of the health and quality of life of the family and community. The parents' capacity to provide adequate care and attention to their own health and those of each child increases with birth spacing and limiting.
- God wills that children born into this world are adequately cared for. By using modern family planning, parents are better able to properly clothe, feed, educate, and nurture their children. By fulfilling God's design for children, they honor God in their lives.

3. *God commands people to manage the earth, which we can do by having small families that use less of the earth's resources.*

- Having small families which use resources wisely, reduces the demand for natural resources such as water, fuel, and trees, thus resulting in less pressure on environmental systems.
- Smaller populations which use resources wisely generate less garbage, burn less petrol in their vehicles, and require less natural resources to generate electricity. This helps prevent environmental pollution and promote a healthy and sustainable earth.



USAID
FROM THE AMERICAN PEOPLE



THE SOCIAL
ACCEPTANCE
PROJECT
FAMILY PLANNING



Dinar and Amina are a newly-wed Muslim couple. Having been long-time friends, their respective families looked forward to the couple's marriage. Dinar and Amina want to start a family right away. "Let's start early so that we can have as many children as possible," Dinar lovingly said to his new bride. To this Amina replied, "Well, I want to have a baby too. But after our first child, we don't have to be in a hurry to have the next ones. We're still young; we can take our time to raise our family."

Dinar, having come from a big family, is eager to have at least four children and believes that children are a gift from Allah. But Amina, who is also starting a career in human resources development, has other thoughts on how quickly they should complete their family. This was one thing they did not talk about before getting married. Both assumed that they wanted the same thing.



Various religious faiths agree on the value of human life and the importance of quality living. Religious teachings recognize the importance of abundance, decent living conditions, and time to worship in order to nurture personal and communal spirituality. A planned family contributes to the attainment of these essential values. When births are spaced, parents have more time to attend to their children's emotional, physical and spiritual needs, as well as their own personal needs.

The importance of family planning is recognized by all Islamic nations. No government of an Islamic country actively limits access to family planning information and services, according to the United Nations report *World Population Policies 2003*.

In the Philippines, the Muslim clergy has spoken in favor of family planning through the pronouncement of a *fatwa*, which was approved by the Assembly of Darul-Iftah of the Philippines in March 2004 and endorsed by the Grand Mufti of Egypt.

KEY MESSAGES

- ▶ *Modern birth spacing is not contradictory to the teachings of the Qu'ran.*
- ▶ *Modern methods of contraception follow the same principle as the traditional coitus interruptus which was allowed by the Prophet and documented in the ahadith.*
- ▶ *Islam prioritizes quality of life over quantity of lives.*

CALLS TO ACTION

- ▶ **For Muslims:**
 - Practice family planning to have a good quality of life, as the Qu'ran teaches.
- ▶ **For Muslim Clergy:**
 - Disseminate the Official Ruling on Reproductive Health and Family Planning among your followers.
 - Promote modern family planning during your sermons as a way for Muslims to have a good quality of life, as taught in the Qu'ran.
 - Organize events at your mosque to educate your followers about modern family planning methods.

SUPPORTING MESSAGES

1. *Modern birth spacing is an acceptable practice according to teachings of the Qu'ran.*

- ▶ Birth spacing refers to a consensual agreement to lengthen the interval between births. It is a mutual agreement to delay pregnancy. Teachings of Islamic scholars state that there is nothing wrong with practicing birth spacing.
- ▶ In Islam, procreation should support and endorse stability and harmony rather than disrupt. Contraception helps families achieve stability and harmony by having children when they want them and when they are prepared to have them.
- ▶ Planned spacing of pregnancies will allow the mother the time and opportunity to breast feed and care for each child. The Qu'ran recommends that a mother should breast feed her child for at least two years. (2:233)

2. *Modern methods of contraception follow the same principle as the traditional coitus interruptus which was allowed by the Prophet and documented in the ahadith.*

- ▶ Islam permits family planning for the welfare of the mother and the child and for the couple to raise *saleh* (goodly) children who are pious, healthy, educated, useful, and well behaved citizens. (Official Ruling [FATWAH] on Reproductive Health and Family Planning, Case No. 01, dated November 22, 2003)
- ▶ Muslim leaders allow the use of all methods of contraception "as long as they are safe, legal, in accordance with the Islamic Shariah, and approved by a credible physician, preferably a Muslim, for the benefit of both the mother and the child." (Official Ruling [FATWAH] on Reproductive Health and Family Planning, Case No. 01, dated November 22, 2003)

3. *Islam prioritizes quality of life over quantity of lives.*

- ▶ The Assembly of Darul-Iftah of the Philippines, in an official ruling, recognized the value of family planning in strengthening a Muslim nation socially, politically, economically, and in all other aspects of human life. Islam has encouraged its people to increase and populate the earth with the proviso that quality of life should not be compromised.
- ▶ The contemporary need for family planning in the Muslim world is based on the view that smaller families reduce hardships on the family and on national resources. Family planning also supports the conditions for the flourishing of human life.

ANNEX A

Strengthening Social Acceptance of Family Planning in the Philippines **DOCUMENTATION AND DISSEMINATION OF PROMISING PRACTICES**

BACKGROUND

Three years ago, The Social Acceptance Project for Family Planning (TSAP-FP) launched a massive campaign to make FP a part of every Filipino's healthy lifestyle. Since then, TSAP-FP has churned in notable experiences and lessons from its three-pronged approach in creating greater social acceptance of FP, namely:

1. Breaking Barriers, Building Bonds;
2. Mobilizing the Few to Move the Many; and
3. Managing Change, Motivating Choices for FP

TSAP-FP partners and other FP program managers and champions could benefit from this rich array of **promising practices**. Properly documented and substantiated by **stories from the field**, these practices can readily add to the growing knowledge-base on FP by offering innovative strategies and approaches that could contribute to efficient, cost-effective and sustainable implementation of FP programs.

Definition

Promising practices. *These are case studies, models, products or technologies, specific interventions, tools, frameworks that have strong potential for success and transferability. To be most useful, these practices should be linked to specific problems, gaps, or needs of FP/RH programs and thus should be presented as potential solutions to such concerns.*

Stories from the field. *These are human interest feature stories that support the outcome and impact of the identified promising practices.*

FORMAT

Display Posters

Each poster will carry one promising practice. The text of the poster will contain a brief description of the promising practice - Problem, Intervention, Outcome and Impact, and Lessons Learned – in 3 to 5 sentences each. This will be accompanied by appropriate photos and graphics (*Annex A – guide questions and sample poster*).

Success Stories

These are stories from the field which will follow the USAID format for success stories (*Annex B – USAID success stories format*).

Compendium

This is a combination of the first two materials arranged according to the three major thematic areas (*Annex C - draft outline of the compendium*).

Promising Practice Outline

Background of the Problem

- What problem, gap, or issue did the promising practice address?
 - Describe the problem situation. Include relevant data or figures to describe the problem situation.

Intervention

- What form of assistance or help was provided to address the problem or issue? (Provide basic information about the initiative such as goals and objectives, strategies used, location of the program, target population, relevant dates, etc.)
- Who were the people or organizations that worked on the initiative? What were their roles/contributions? Who took the lead role?
- What were the problems/challenges/obstacles encountered in terms of executing the initiative? What were the solutions forwarded?

Outcome and impact

- What happened as a result of the intervention? What are the positive outputs? What are people doing differently? (Are there documented changes in attitude, knowledge, awareness, skills, behaviors, practices, etc. of the target beneficiaries, advocates or health providers?)

Lessons Learned

- What are cross-cutting observations/conclusions/lessons gained from the experience which others may also learn from? (What are the project experiences in terms of design, planning, implementation, monitoring and evaluation that could help other program managers improve their own development projects or encourage them to replicate the promising practice?)
- What are the key components that were critical to the success of the promising practice?

Involving Men in Family Planning: Re-Shaping Notions of Manhood PHILIPPINES



Problem

The 2003 National Demographic and Health Survey revealed that male methods account for only 2% of family planning use. The burden for family planning rests heavily on women. However, women report that their husband's approval is an important factor to their practicing FP.

Challenge

To start a network of men who will promote family planning and create a bandwagon of support for FP in light of men assuming more responsibility for their families' welfare.

Process

- Developing positive male messages for men to assume more responsibility in taking care of their family's health and well-being
- Exposing key leaders to gender sensitivity programs
- Actively involving men to work with other NGOs including women's groups
- Sharing testimonials from men who are satisfied FP acceptors

Groups Involved

- National Confederation of Tricycle Operators and Driver's Association of the Philippines (NACTODAP), a nationwide organization of more than 3 million predominantly male members
- Armed Forces of the Philippines (AFP) with 130,000 members

Outcome

- Support from top officials of AFP and NACTODAP
- FP policy developed for the AFP
- NACTODAP regional networks openly supporting FP programs
 - * Local leaders help disseminate FP information to other male-dominated transport groups (jeepneys, *habal-habal*, traffic police)
 - * FP regional networks/NGOs involved in local FP promotion
- NACTODAP and AFP actively participating in local and national FP alliance building efforts
- AFP integrating FP in its program
 - * Strong statements of support from the AFP top hierarchy for intensified FP information dissemination
 - * AFP Department Order integrating FP in regular training programs developed and in process of being officially promulgated
 - * Outline for FP module for the AFP training program developed
 - * Population issues included as a serious topic in National Security Council briefings



The project is implemented by
The Social Acceptance Project - Family Planning with support from USAID.





SUCCESS STORY

USAID format for success stories

How the “Tragedy of Nitoy” was turned into an Inspiration

His name was Nitoy, a child of poor fisherfolk. He was barely 5 years old when he lost his eyesight. He was dead before his 6th birthday. Nitoy suffered from “hidden hunger,” severe deficiency of vitamin A, iron and iodine.

Health workers refer to “the tragedy of Nitoy” to emphasize the urgency of interventions to improve the survival of the most vulnerable sector in society – children. Nitoy’s story has become the platform from which local government units, health workers and parents work faster, innovate better and reach more vulnerable children.



Micronutrient malnutrition is a serious public health problem in the Philippines. Vitamin A deficiency is most severe in the conflict-torn Autonomous Region of Muslim Mindanao (ARMM) at 44.5% compared to the national average of 85.6% (2002 Maternal and Child Health Survey, Philippine National Statistics Office). It is in the ARMM that USAID, through the Philippine Vitamin A Supplementation Program, aims to achieve over 80% Vitamin A coverage among 6-month to 5-year old children.

With war so often disrupting normal childhood routines, the children of Parang, Maguindanao have grown used to staying in evacuation centers. The Philippine Vitamin A Supplementation Program implemented by Helen Keller Intl. is tailored to suit the conditions and nuances in ARMM and in other conflict affected areas of Mindanao. The program also maximizes the tenet, “*tense situations most often bring out the best in people.*” As an example, barangay health workers take advantage of groupings in evacuation centers to improve Vitamin A coverage, immunization and de-worming for internally displaced kids.



Religious leaders like the *ulama* (men) and *alima* (women) are tapped to lend support. Even the children themselves form “peer advocacy” circles to encourage the participation of other kids. Not only is the children’s nutrition improved, in that harsh environment of conflict a community commits itself to the health of its members.

“*People are best served through the culture they know,*” emphasized Edna Togon, a Nutrition Officer of General Santos City. From the traditional procedure of asking mothers to go to health centers or depending on volunteer health workers to trek to remote communities, the Vitamin A Supplementation Program took a different tack here.

Photo Credits: Hellen Keller, Intl

Fiestas were organized where mothers with their children were motivated to work on proper diet and nutrition through the use of theatre. Indigenous Blaans who form the bulk of the volunteer health force double as performers using their own language, songs and movement. This way, questions and hesitations are entertained and answered. Rather than seeing the maternal and child health care practices as imposed, parents see themselves as core characters in the whole picture of their children’s health.

The municipal office took time to study the influence of culture and learned that for an activity to be absorbed as a multi-stakeholder effort, as Mayor Pedro Acharan, Jr. said it, “*Health providers should not just be givers, and the community, recipients. Health care should be owned by the communities.*”

In many USAID-assisted areas, the “tragedy of Nitoy” was turned into an inspiration.